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# MAD

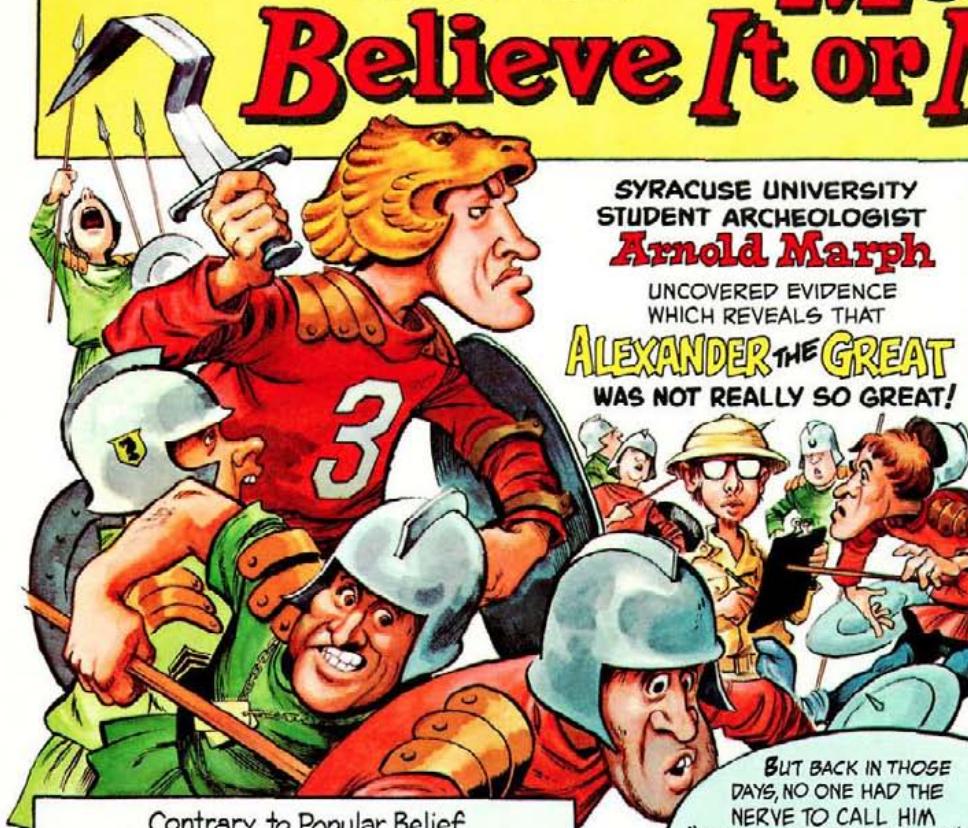
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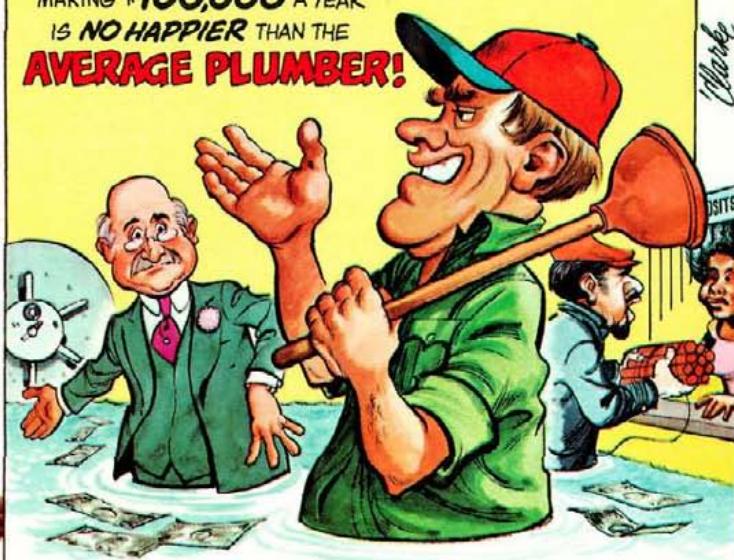


BUT BACK IN THOSE DAYS, NO ONE HAD THE NERVE TO CALL HIM "ALEXANDER THE SO-SO"!  
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# MAD

"You know the Honeymoon is over when your dog brings your slippers, and your wife barks at you!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*  
 JERRY De FUCCIO, NICK MEGLIN *associate editors*  
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 GLORIA ORLANDO, CELIA MORELLI, ERIKA HOLTON,  
 CURTIS ANDERSON, DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS  
*the usual gang of idiots*

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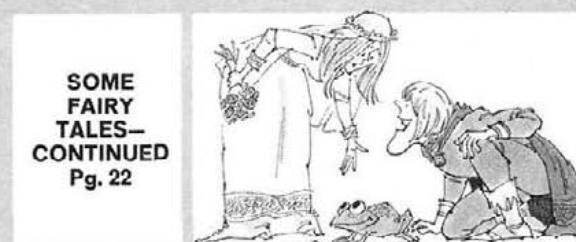
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# WHY KILL YOURSELF?



JUST BECAUSE YOU MISSED THE LAST ISSUE AT THE NEWSSTAND?

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## BIG REDUCTION

Yep, there's been a big reduction in the response to these ads selling full-color portraits of Alfred E. Neuman, MAD's "What-Me Worry?" kid—suitable for framing or lining parakeet cage-bottoms. Last year we sold 27! This year, only 4! Help us reverse this trend! Order yours! Send 25¢ for 1, 50¢ for 3, \$1.00 for 9, \$2.00 for 27 or \$4.00 for 81 to: MAD 485 MADison Avenue, N.Y., N.Y. 10022



## LETTERS DEPT.



### PLANNED OBSOLESCENCE IN EVERYDAY PRODUCTS

After reading Al Jaffee's "Planned Obsolescence In Everyday Products", I began to examine my toilet paper, pencils, tea-bags and everything else in the article.

Norris Brown  
Portsmouth, Va.

"Planned Obsolescence . . ." was a real ripoff and probably truer than we even suspect!

David Kositsky  
Laurel, Md.

I've had experience with Mr. Jaffee's "Fade Soap" which reduces to slivers that can't even be handled by a dexterous piano player!

Barbara Stephens  
Santa Monica, Calif.

That goes for crossword puzzle mags, too! They usually contain only easy puzzles to enable the solver to be done sooner and to run right out and buy a copy of another batch. I know because all my challenging puzzles bounce right back while the puzzle editors grab off the easy ones!

Ayem Smith  
Batavia, N.Y.

Don't give Industry any more bright ideas than they already have, Al Jaffee!

Ian Patterson  
Windsor, Ont.,  
Canada

I hope Mr. Jaffee will forever expose human greed responsible for the deliberate weaknesses calculated to make products fall apart.

Eugene Bannon  
Jersey City, N.J.

"Planned Obsolescence in Everyday Products" . . . is doing the Fold-In at the back of MAD Magazine and completely ruining the poster on the opposite side.

Ken Gitter  
Carteret, N.J.

### FAILING HEALTH MAGAZINE

I thought your hypochondriac satire was so real, I gave it to the hypochondriac I married to see if he recognized himself. He laughed at how ridiculous it was, then he claimed that the ink from the magazine had soaked into his pores and he was sure to have blood poisoning by morning. HELP!

Darlene McCormack  
Wrangell, Alaska

## "A CROCKWORK LEMON"

I had been waiting for you to perform a malenky bit of ultra-violence on Stanley Kubrick's "A Clockwork Orange." It was great! That part where Alech heaved on the drunk and said, "This is better than Karate!", really broke me up. Wanna buy a slightly used Stomach Distress Bag . . . cheap?

Carlene Gardner  
West Palm Beach,  
Florida

"A Clockwork Orange" is a very important picture in this age of ultra-violence and sickness. You failed to note its importance, which is why your satire made little or no sense. I just can't understand why you can hit some ideas right on the nose, and miss so widely on others.

Mitchell Hill  
Spokane, Wash.

"Crockwork . . ." was sickening, horrible, grotesque, emetic . . . and hilarious. Congrats!

Mark Ray  
Ballwin, Mo.

I was so moved by Stan and George, I turned the page and . . . ULLP!!

Richard Briggs  
Tustin, Calif.

How can you have an effective anti-violence movie without having quite a bit of violence in the film itself? But then, I asked myself how you MAD-men can make a satire out of another satire. You did!

Irma Zwan  
Vancouver, B.C.,  
Canada

"A Crockwork Lemon" was a sickening experience.

Barbara Bassett  
Sacramento, Calif.

Please send me twenty-five "Barf Bags." Just finished reading Stan Hart's and George Woodbridge's "A Crockwork Lemon."

Mark Phinick  
Cleveland, Ohio

That fourth man from the left in the last panel of "A Crockwork Lemon" wouldn't happen to be Stanley Kubrick, now would it? It's mind-boggling that sly MAD had one last barb to stick into Stanley's hide.

Kevin Miller  
Rogers, Ark.

Now that "A Clockwork Orange" has been reduced to an "R" rating, I was able to see it. What I saw was not the work of art I was told about, but an over-violent bunch of garbage. My sincere thanks to Stan Hart and George Woodbridge for showing what a lemon the orange is.

Alan Pforsich  
Indianapolis, Ind.

## Owen Marshmallow

"Owen Marshmallow" is fantastic! Giving a mediocre TV show relevance with the Indian problem at Wounded Knee is a stroke of genius. It proves once again that Lou Silverstone is not only MAD's funniest writer, but also MAD's only thinking writer.

Colleen MacDonald  
Antigonish, N.S.,  
Canada

As a first year law student, I really enjoyed your "Owen Marshmallow, Attorney-At-Law." Owen's strategy was something else and I plan on saving the article for future reference.

Pallie Nolan  
Notre Dame, Ind.

## HOW COME ON TV . . . ?

Regarding your "How Come On TV . . .?", I'll bet when the TV cooking expert cooks her French gourmet meal in seemingly immaculate kitchen fashion, the real mess she makes is completely out of camera range.

Melicia Phillips  
New York, N.Y.

## MAD'S GLOBAL IMPRESSIONS

I think "MAD's Global Impressions" did a world of good.

Scott Rundlett  
Hudson, Mass.

## MAD "BUGS" THE INSECT WORLD

"MAD 'Bugs' The Insect World" is the most ridiculous thing I've ever read since I was knee high to a grasshopper!

Peter Emslie  
Ottawa, Ont.,  
Canada

## THE TREASURE MAP

Antonio Prohias's "The Treasure Map" was a fortune in laughs!

Rich Morgana  
Flushing, N.Y.

## MARTIN'S "TRANSCONTINENTAL JET"

A note of appreciation for that peerless cartoonist, Don Martin. The expressions, the outrageous sounds, the masterful plots! And that "One Day On A Transcontinental Jet"!

Meredith Coddington  
North Platte, Neb.

Some girls like men with clear, blue eyes;  
By that they are impressed.

Some girls prefer a tall, dark man . . .

Some like a hairy chest.

Some like a man who moves with ease in  
ANY social set,

But I like a man who can draw

"One Day On A Transcontinental Jet"!

Florence Dawson  
Miami, Fla.

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**TIDAL WAVE OF NAUSEA DEPT.**

A while back, the folks in Hollywood made a movie about a group of people thrown together by a disaster aboard a jet airliner. The movie was called "Airport." It was a huge success and it made millions! Recently, the folks in Hollywood said, "Now let's make a movie that's

# THE POOPSIDED

Now, listen to me, Mr. Linassis! This ship is in **danger**! We could breach if we took a big wave on our beam! And we could founder if we shipped water over our starboard and port gunwales!

What do you suggest?

That we slow down and put some heavy stuff in the bottom!

You mean ballast in the keel?!

Yeah, that! I figured there'd be a nautical term for it!

No way, Captain! Keep going at full speed ahead! Every day that we delay our cargo costs my company a fortune!

Er—what exactly IS our cargo?

Air Mail Letters! So . . . get flying!

I'm warning you, Mr. Linassis! I've been Captain of three other ships before this, and we could be headed for big trouble!

I'll take my chances!

My three other ships were the "Lusitania," the "Titanic" and the "Andrea Doria"!

Uh—well—I'll STILL take my chances . . . but I like my chances a whole lot LESS now!





completely new and different!" So they made a movie about a group of people thrown together by a disaster aboard a luxury oceanliner! Here, then, is MAD's version of this completely new and different movie . . . this sort of "Underwater Airport" . . . which we have titled . . .

# OWN ADVENTURE

ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO



Listen to this, Snoozin' . . . ! The Poopsidedown is one of the most seaworthy ships ever built . . . except for one little incident!

WHAT incident?

At its launching ceremony, when they hit it with the champagne bottle, it turned upside-down! And listen to this! Its Generators make enough electricity to light all the homes in Furd, N.J.!

But there are only thirty-seven homes in Furd, N.J.!

I know! That's another thing wrong with this ship! Its Generators are too small!

My goodness . . . a yellow, a red, a blue, a green and an orange! You sure take a lot of vitamins, Mr. Martyr!

What vitamins? These are M & M's!

Are you married, Mr. Martyr?

No! With my work, I just don't have time! I hold two jobs, and it's a long day! I'm a Milkman, and a Night Watchman! Sometimes, I don't get home until 4 the following week!



How about you, Purser? Are you married?

No, I have a Mistress! He means the sea is his Mistress!

No, I don't! I mean your wife is my Mistress! Limber, I just can't take you ANYWHERE!!

You said, "No more walking the streets!" You never said a word about walking the DECKS!

How does it feel to be the Captain of a ship, Mr. Captain?

It's not like what it used to be! Lately, I can't seem to keep my head above water! I keep getting this—sinking feeling! You know . . . like you're going under! But I really shouldn't complain! I guess we're all in the same boat!

Boy . . . am I sorry that I asked!!

Tell us, Captain! Who is this ship named after?

Poopsidedown, the Greek God of the Sea! That's his statue there!



Do you think it means anything that Poopsidedown just fell on the floor?

Er—just to be sure, I'll go to the—er—little room at the front of the boat!

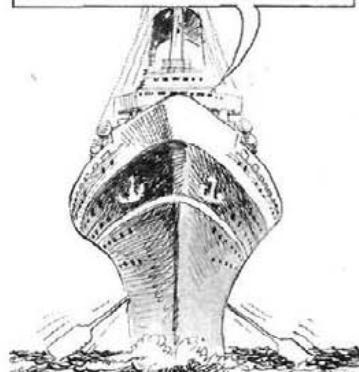
You mean "The Bridge"? Yeah! There!

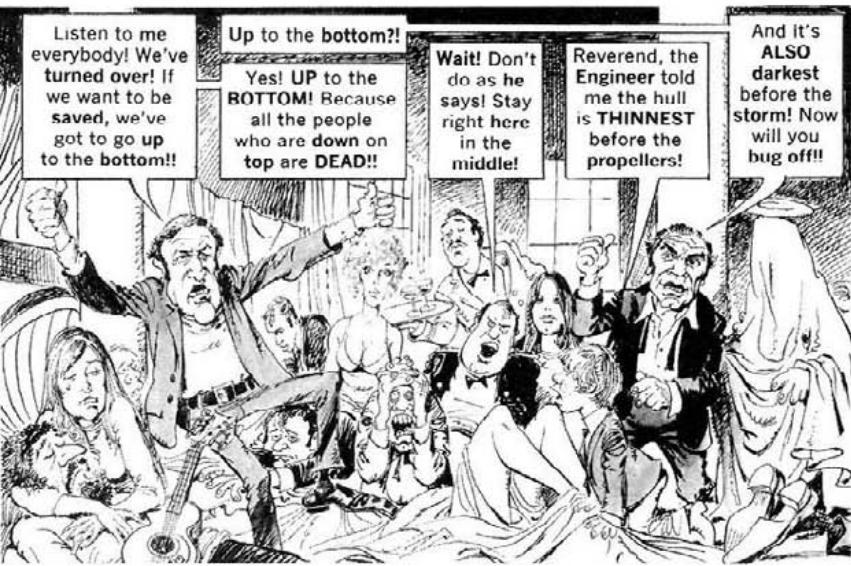
Hello? Weather Station Athens? This is the Captain of The Poopsidedown! Can you give me the latest weather report for this area?

Yes, sir! At this moment, the sea is absolutely calm . . . except for one wave!

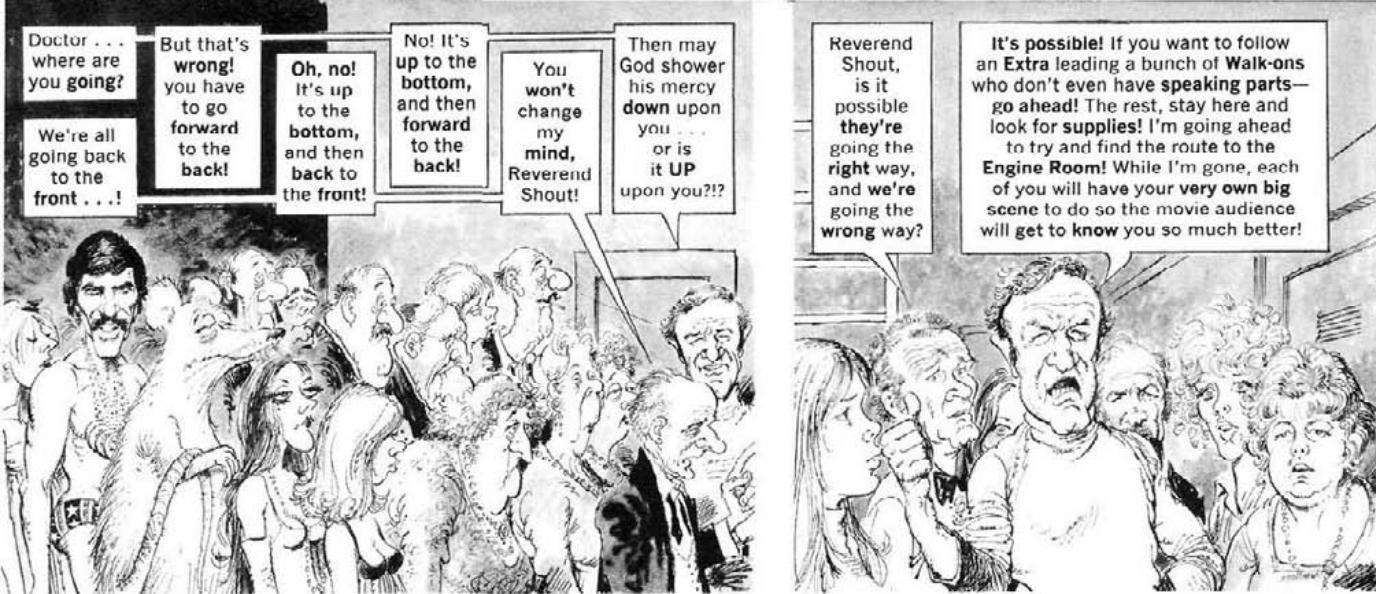
Oh, that's good! One 90-foot wave!! Oh, that's bad!

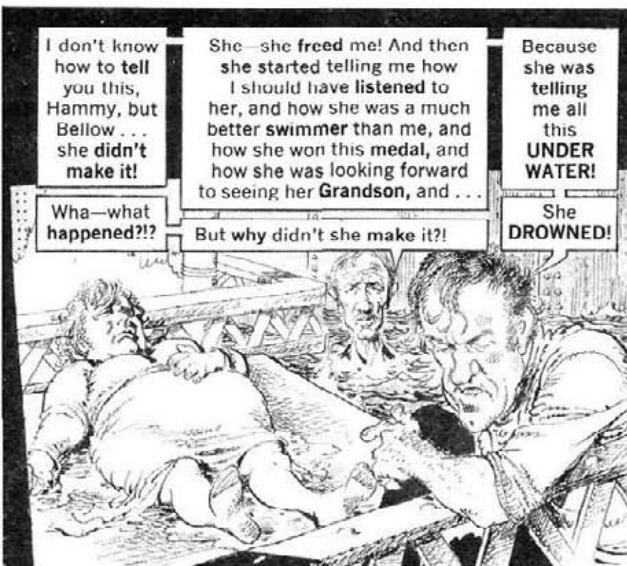
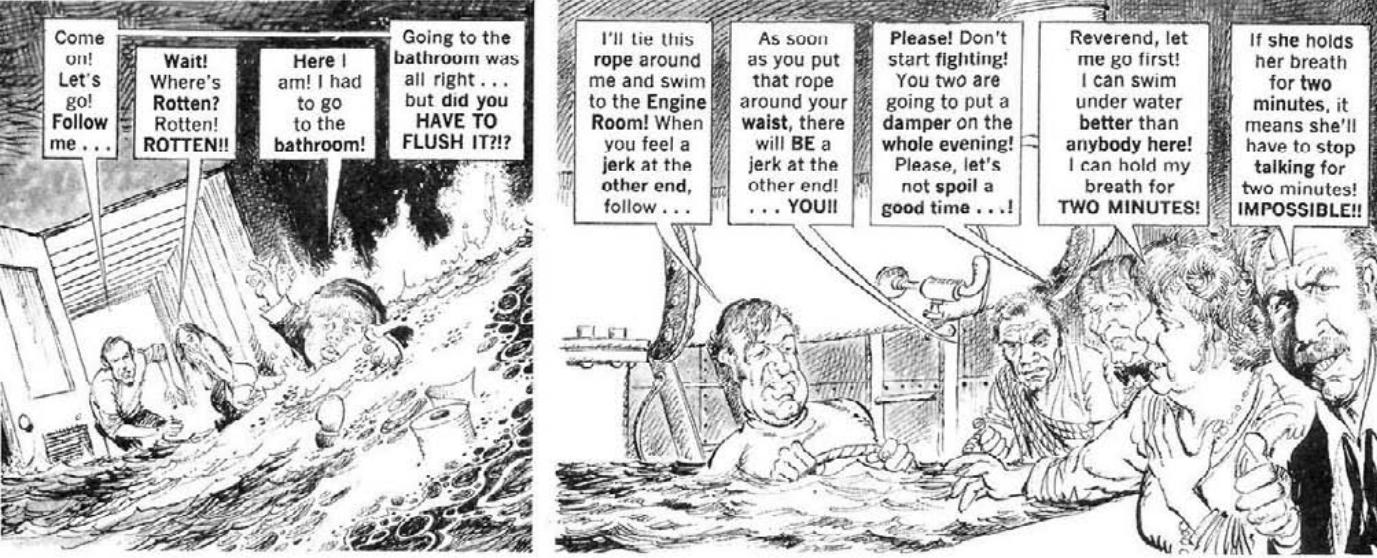
Engine Captain! This is the Room speaking! We have a slight need—but there's no emergency for alarm! Just hatten down the batches, close all watertight doors, secure all lifelines, ready all lifeboats . . . and prepare for an immediate death!



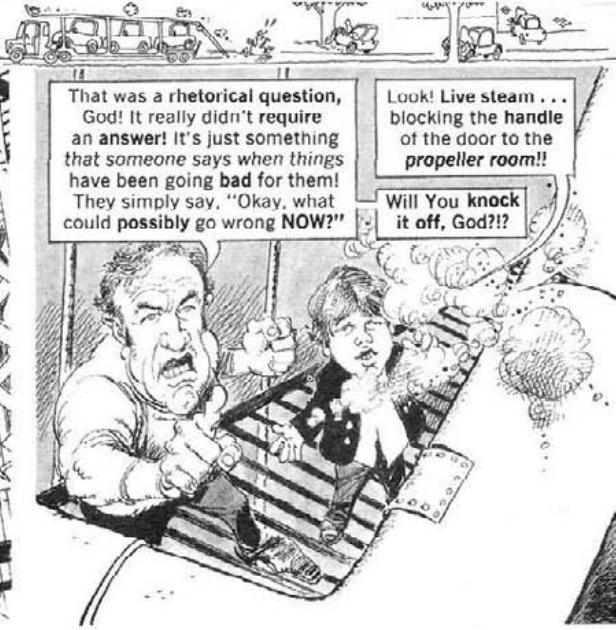
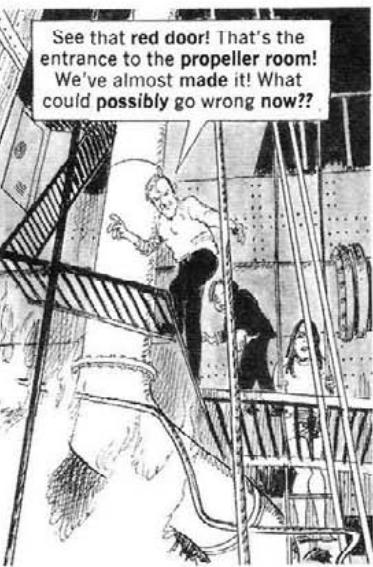








See that red door! That's the entrance to the propeller room! We've almost made it! What could possibly go wrong now??



Okay . . . ! You want to play games, God?? Well, I'm going to close this valve and shut off the live steam! What do you think of that, God?? And I don't want you taking any more of these nice people's lives! You hear? If you want somebody, why don't you take ME . . . ??



Gee, kid! I'm sorry I was so hard on you all the time! You did tell us everything the Engineer said, and you really helped save our lives!

Well, I told you everything the Engineer said . . . except for one other small fact!

Yeah? What??

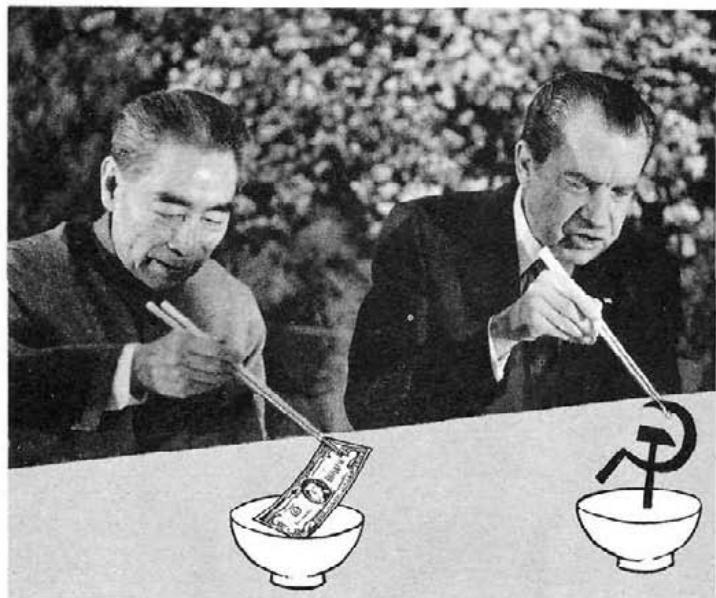
That if this ship ever turned over, all you'd have to do is wait about two hours and it would automatically turn itself back the right way again!



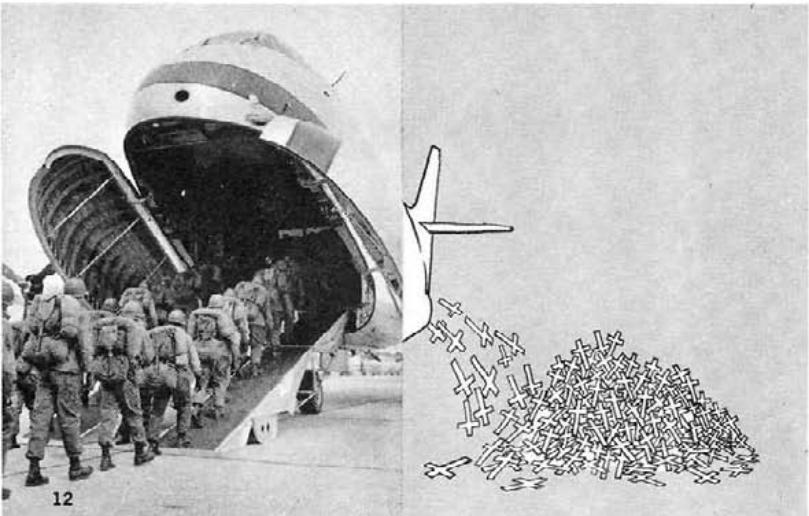
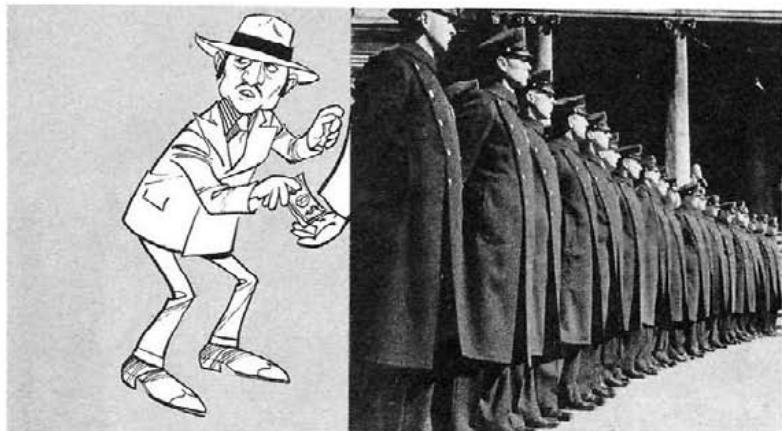
Come back! Come back down here! If I ever get ahold of you, I'll kill you! I swear I'LL KILL YOU!!

PHOTO-FINISHES DEPT.

# MORE MAD

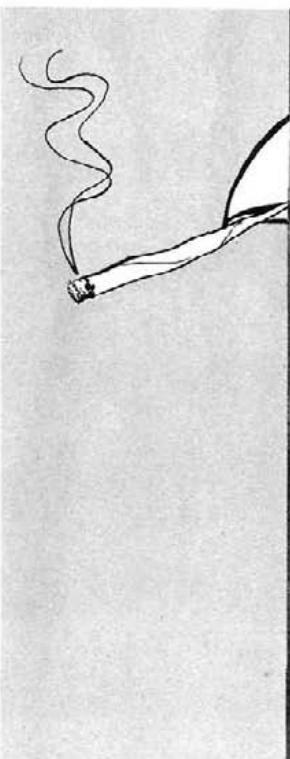
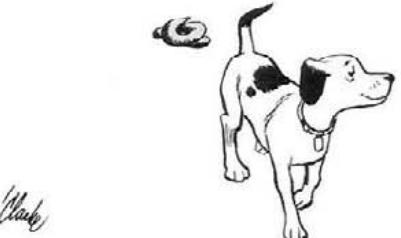
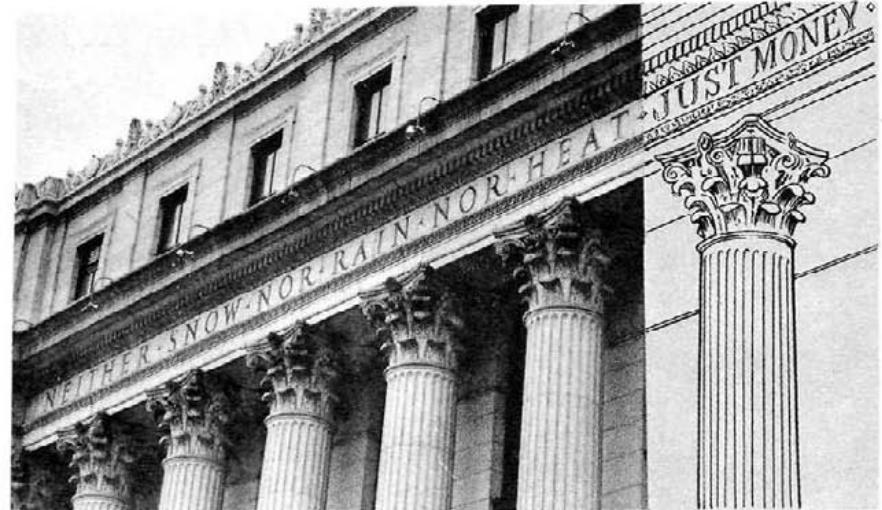


ARTIST: BOB CLARKE  
IDEA BY MAX BRANDEL





# PHOTOONICS



#### **PROPS AND ROBBERS DEPT.**

Street crime is rising at an alarming rate. Every day, people are mugged, robbed and beaten. The police would like to help, but Heaven knows they have their hands full with gamblers, illegal parkers and Sunday Blue Law violators. Nor can anyone expect help from his neighbor. Nobody wants to get involved. Alarms, whistles and sundry

# **CRIME FOILERS FOR T MUGGINGS, HOLD-UPS, PURSE-SNATCHINGS**

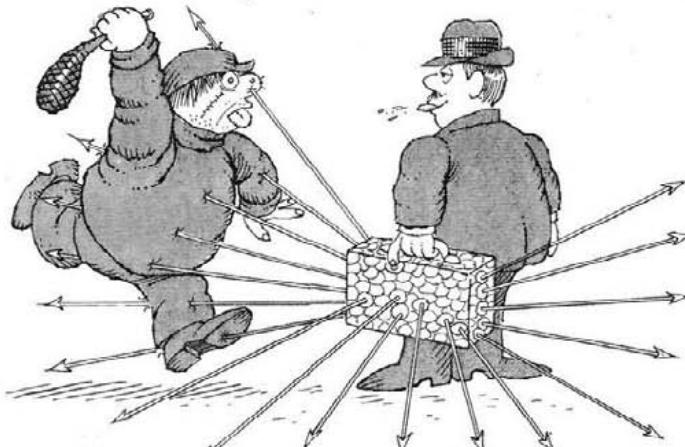
## **THE PHONY FRONT**



Almost all muggers count on the element of surprise. They attack from behind to avoid tangling with anyone who can fight back. This costume prevents all that. It consists

of a two-way suit and shirt. Phony shoe fronts complete the ensemble. No matter which way mugger approaches, he always thinks he's facing you, and you're watching him.

## **THE SPINY ATTACHE CASE**



Pushbutton trigger in handle instantly releases dozens of porcupine-like telescoping barbed steel spines. Warning

"attacker" that spine tips are coated with curare poison guarantees safety... if he hasn't run into them already.

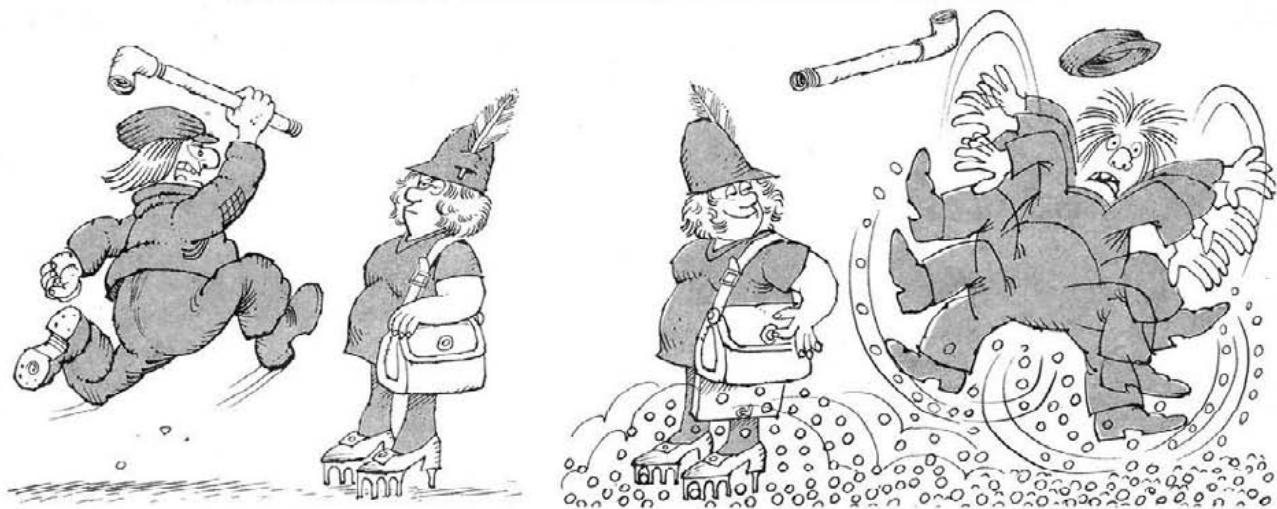
noise-makers are useless. And carrying a weapon is even worse. With surprise on his side, the mugger can quickly disarm the average person and turn the weapon against him. So what we need are devices that even crippled old ladies can rely upon with confidence as they walk the lonely city streets at night. Mainly, we need these MAD



# THE AVERAGE CITIZEN AND OTHER STREET ATTACK FOILERS

ARTIST & WRITER: AL JAFFEE

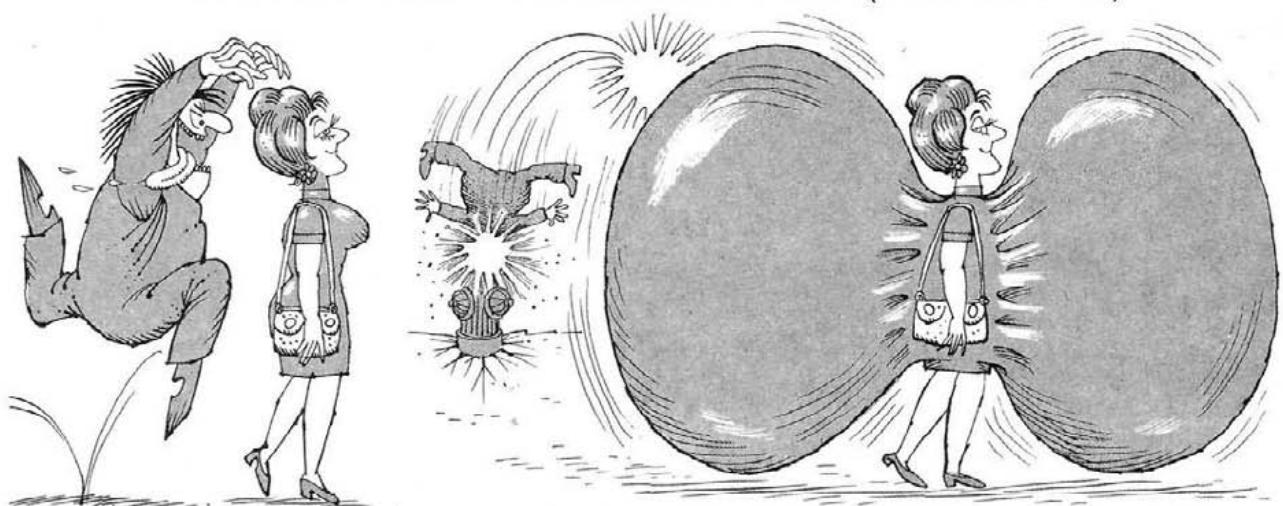
## THE BALL-BEARING POCKET BOOK



As "attacker" appears, pocketbook-wearer presses trigger and thousands of tiny lightweight plastic ball-bearings are released. "Attacker" is suddenly rendered helpless as

he struggles to maintain his balance. Meanwhile, "victim" walks safely away over treacherous ball-bearings with the aid of the specially-designed spiked shoes she is wearing.

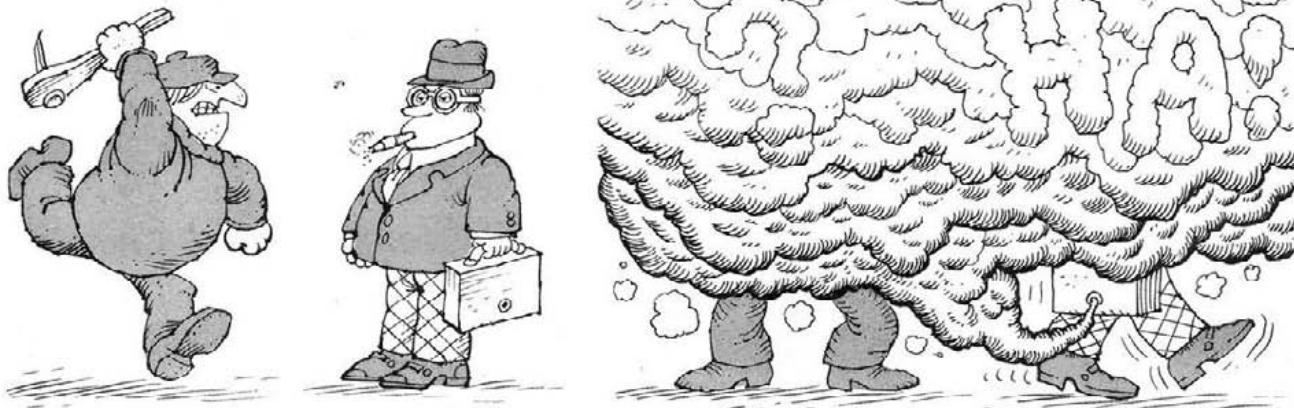
## THE AIR BAG STRETCH SUIT (OR DRESS)



The idea for this protective device came from auto safety experiments. When "victim" is attacked, air bags instantly

inflate and fling mugger violently away. However, caution must be exercised to avoid sudden embraces of loved ones.

## THE SMOKESCREEN SUITCASE



Potential "victim" presses handle and releases huge smoke cloud. Special eyeglasses permit clear vision through the

chemical smoke, and "victim" can take off without fear of bumping into "attacker," or any other unpleasant object.

## THE MAGNETIC VEST



This garment looks like any ordinary vest but is actually lined with powerful magnets. Anyone approaching magnetic field with metal weapon (gun, knife, ice pick, etc.) is

immediately rendered weaponless. However, caution must be exercised by wearer in everyday situations, such as when approaching metal object like a car, fence, lamppost, etc.

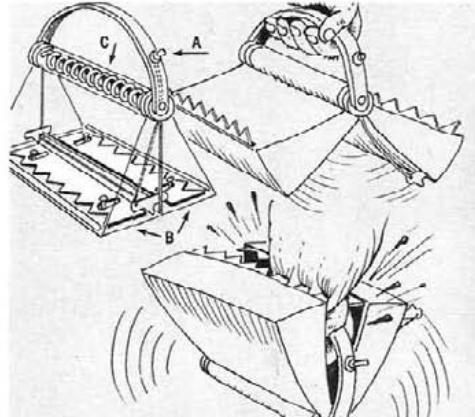
## THE GUSHING HANDBAG



Trigger in handbag handle breaks chemical capsules which combine to produce huge puddle of slipperiest goo known

to Man. Special shoes on "victim" are unaffected by goo, and she walks blithely away while "attacker" goes flying.

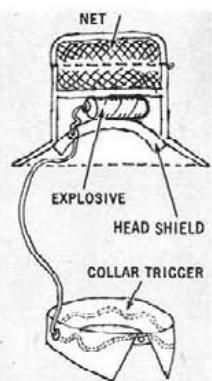
## THE VISE-GRIP PURSE



As purse-snatcher grabs purse away, handle-button (A) is released and trigger (B) unlocks two separate bag-halves.

Powerful bear trap spring (C) whips bag halves around at lightning speed and bone-crushing force onto muggers hand.

## THE EXPLODING HAT NET



Net, woven of extremely fine but strong synthetic fibers, is carefully packed into hat. When "victim" is grabbed at throat, special collar triggers an explosive device which

sends net billowing out over both "victim" and "attacker." Since they are both trapped until help comes, "attacker" will not hurt "victim" and risk more serious punishment.

## THE BONE-CRUSHING KNAPSACK

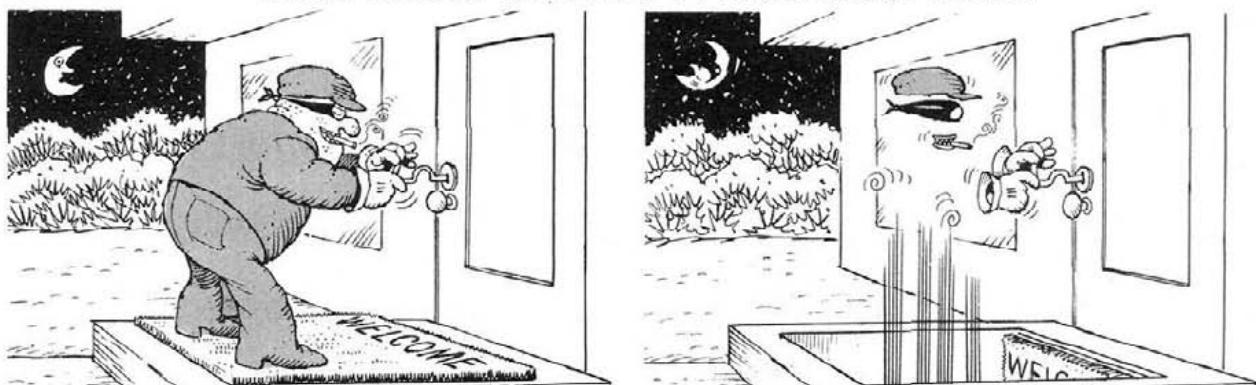


Innocent-looking knapsack contains spring-mounted flatiron which is released by any violence directed at wearer from

the rear. Delivers a blow equal to being hit by a 5-pound weight dropped from the top of the Empire State Building.

# BURGLARIES, BREAK-INS, THEFTS, ROBBERIES

## THE TRAP DOOR WELCOME MAT



Special lock on door is calibrated to accept special key. Any other device such as a jimmie, screwdriver, hairpin or foreign key sets off mechanism that opens trap door. If

homeowner intends to be away for an extended period, it is advisable to leave some food and water in the trap. Otherwise, disgusting sight will greet him on his return.

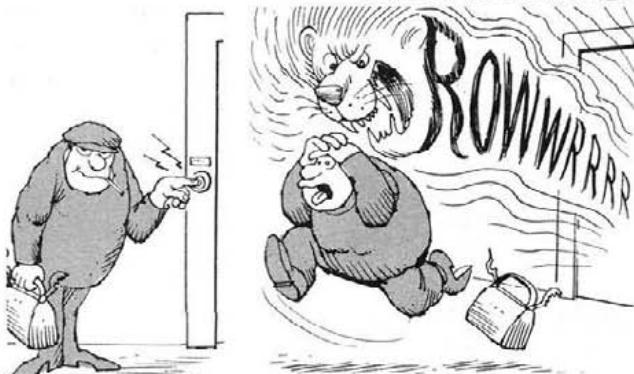
## THE SPRING LOADED WINDOW



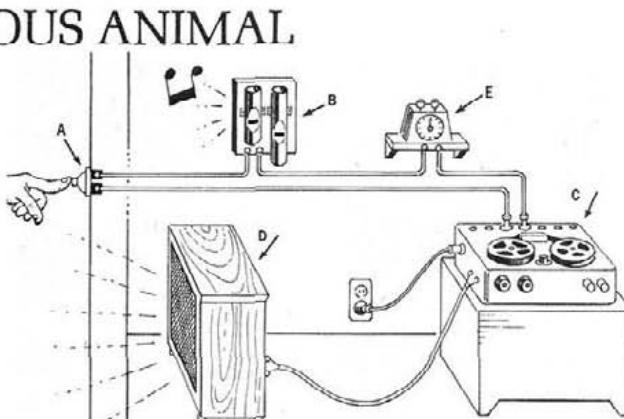
When burglar lifts lower (inner) sash, it hits mechanism (A) which releases spring (B). Upper (outer) sash comes

down with thrust equal to two tons of weight, trapping thief in the act. Too bad if he's a moonlighting pianist.

## THE FEROIOUS ANIMAL



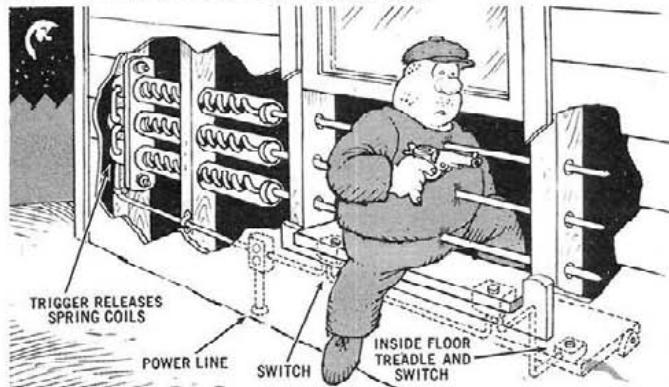
Since burglar always rings doorbell first to make sure no one is home, this simple set-up effectively discourages him. When bell-button (A) is pressed, it rings chimes (B) and starts tape (C) which emits thunderous animal roars.



through loudspeaker (D). Timer switch (E) stops the tape after 5 minutes. If another burglar comes, it starts all over again. Set-up can accommodate 6 or 7 burglars, which should just about cover one night's supply in most cities.

# RIES AND OTHER HOUSE CRIME FOILERS

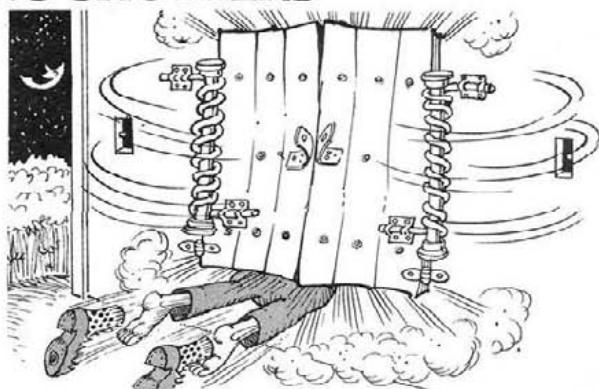
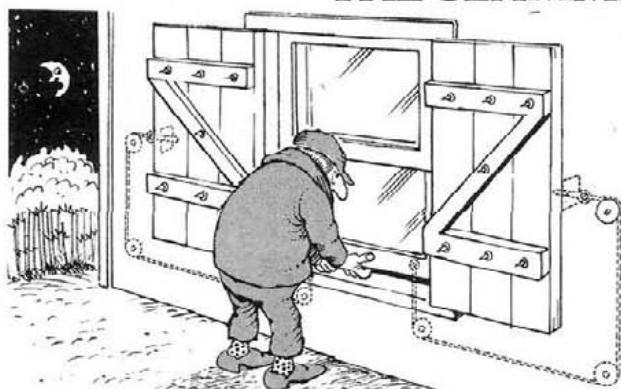
## THE AUTOMATIC WINDOW BARS



Spears are hidden in window frame. When burglar puts his weight on window sill, switch is activated and spears are released which effectively bar entry to thief. Too bad—

heh-heh—if he's caught in the middle! Note: floor treadle safety feature (A) which cuts current to spring switch so that a person opening window from the inside is protected.

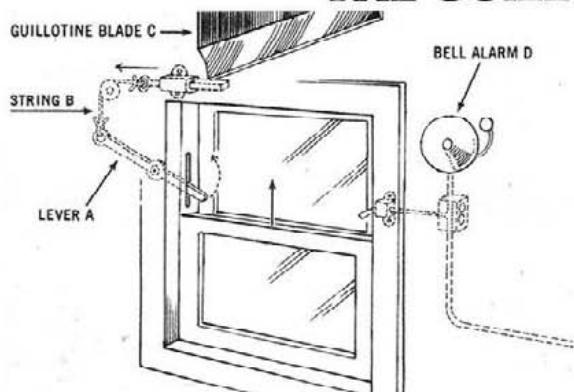
## THE SLAMMING SHUTTERS



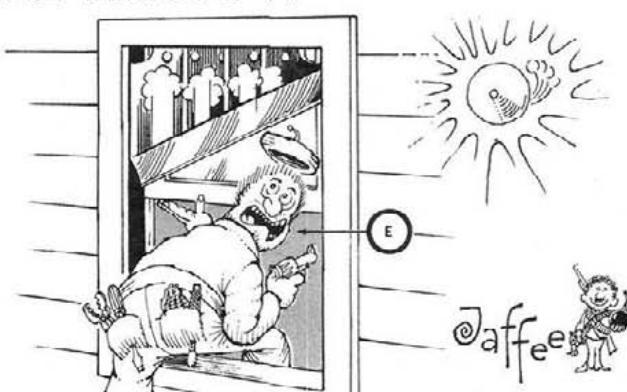
Innocent-looking shutters are hooked up so that lifting window releases spring-hinges and they crash on un-

suspecting intruder. Naturally, window panes are made of shatterproof glass to avoid cuts and bloodshed and—eccc.

## THE GUILLOTINE WINDOW



When intruder raises window beyond a certain point, it pushes lever (A). Lever (A), in turn, pulls string (B). String (B) releases razor sharp guillotine blade (C) which is concealed in the wall above the window. When



guillotining blade (C) drops, it presents a steel shield, blocking entry to the thief, and also setting off a bell alarm (D). And if the intruder is slow getting out of the way, it also sets off another alarm...a scream (E).



The President has proposed that we spend billions to rebuild North Vietnam. Controversy rages as to whether we should give all these American Dollars away. But with the Dollar devaluating more and more each day, the question may soon be not whether we should give, but if Hanoi will take our lousy money. In other words, this generous gesture on our part may very well be

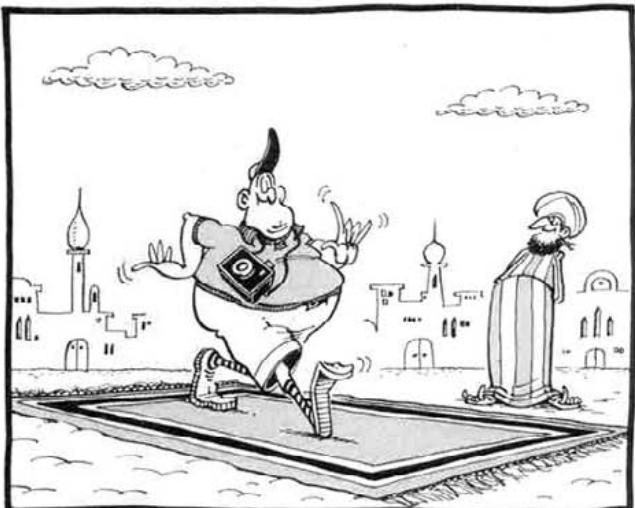
## AN OFFER THEY COULD REFUSE!

WRITER: RONNIE NATHAN

Three billion Bucks to help Hanoi?  
You'd think Hanoi would jump for joy;  
You'd think three billion to rebuild  
Would make up for the millions killed;  
You'd think three million U.S. Bucks  
Would make our postwar trip de luxe;  
You'd think what Dick and Henry thought:  
That peace with honor could be bought.  
They made their offer, cool and calm,  
But simply laid another bomb.  
To lose face is what Reds most dread;  
Now look whose face is turning Red...  
As Dr. Strangelove, in surprise,  
Reads what Hanoi posthaste replies:  
"Since Dollars, Henry, are not sound,  
Please send the money by the Pound.  
If Pounds are scarce, ~~they~~, why then,  
Deliver us the dough in Yen.  
If you can't get Yen at your bank,  
Oui, oui, Henri, we like the Franc.  
Fresh out of Francs? Then, Heinrich, hark:  
We like as well the Deutsche Mark.  
In Krona you can forward aid,  
It's just with Dollars we won't trade.  
We'll take the Lira if we must,  
It's only Dollars we don't trust.  
The Guilder is as good as gold,  
But U.S. Dollars leave us cold.  
With Rubles we are well impressed,  
And even Pesos meet the test;  
Of all world currency, alas,  
It's only Bucks that do not Pass.  
Because their value's hit the floor,  
Please don't Hanoi us any more!"



# ONE MORNING IN MARRAKESH



#### TWICE UPON A TIME DEPT.

For years, parents have been reading Fairy Tales to their kids. And for years, kids have been believing that the characters in these Fairy Tales always "lived happily ever after"! That's because nobody ever bothered to fill in the little tykes on just how "happy" the "ever after" actually was. And so, MAD performs a public service by dispelling some of these misconceptions of childhood with . . .

# FAIRY TA Or "What Happened"

## JACK AND THE BEANSTALK

When he reached bottom, Jack took an axe and chopped the beanstalk down. And the terrible Giant fell to his death.

Hooray! He's dead! And we've got the Hen that lays Golden Eggs!

...And now we'll have everything money can buy!



And Jack, his Mother and the Hen lived happily ever after!

Well . . . not quite! Because after a while, the dead Giant in the backyard took on—let's say—an *air* about him . . .

Hey, Jack! You gotta do something about that rotting Giant!

Yeah! He's stinkin' up the whole neighborhood!



## CINDERELLA

As he was about to leave, the Prince noticed Cinderella. He smiled and asked her to try on the glass slipper, too.

It fits! You are the girl who ran from the Ball at the stroke of Midnight! Now, you shall be my Princess...



For a few days, anyway! What the Prince hadn't counted on was that Cinderella had been a scullery maid all her life!

Cinderella! What are you doing down there?

I'm showing Gladys how to get the Ball Room floor sparkling Clean! Would you believe it, she's never heard of ammonia?



And so, the Prince escorted Cinderella back to the Palace.

22 And they were soon married, and lived happily ever after.

# LES CONTINUED

## After They Lived Happily Ever After"

ARTIST: PAUL COKER, JR. WRITER: FRANK JACOBS

So Jack called in the local Undertaker to bury the Giant.



To pay a million dollars, Jack needed many golden eggs! So he began to force-feed the Hen with vitamin-enriched chicken feed, and also give her hormone shots. The Hen laid three golden eggs and dropped dead from exhaustion.



And poor Jack and his Mother lived miserably ever after!

One night, when the Prince came home, Cinderella was gone.



The Prince tracked down Cinderella and the Stable Boy and had them hanged, along with her Fairy Godmother! Then he proposed to the ugliest of Cinderella's two ugly sisters.



And so they were married, and had seven ugly, obnoxious, big-footed children, and they lived happily ever after.

# THE THREE LITTLE PIGS

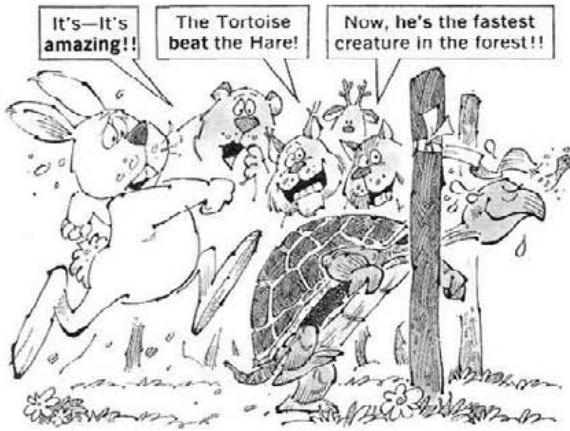
And when he couldn't blow the house down, the Wolf came down the chimney to get the third Little Pig. But the Pig had placed a cauldron of boiling water in the fireplace.



And so, the third Little Pig ate the Big Bad Wolf for his supper, and lived happily ever after in his brick house.

# THE HARE AND THE TORTOISE

The Hare woke up, but it was too late to beat the Tortoise.



The Moral of the story is: "Slow and steady wins the race!"

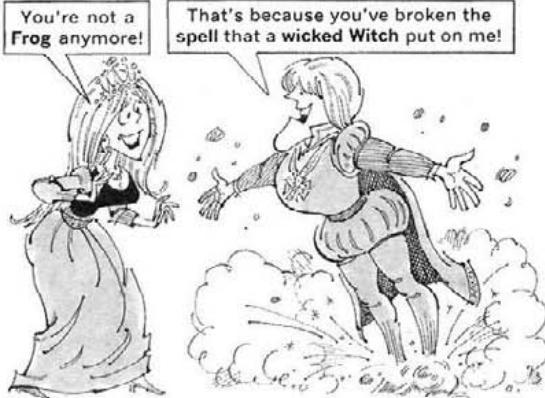
Well, not really! For Wolves, it seems, are an endangered species. And by killing and eating one, the third Little Pig had outraged all the local conservationists in town.

But y-you don't understand! It was in self-defense!!



# THE FROG PRINCE

Suddenly, the Frog turned into a tall, handsome Prince.



And so, they Royal Princess and the Frog Prince fell in love and were married, and they lived happily ever after.

Unfortunately, the Tortoise soon found that winning one race isn't everything, mainly because, among the forest creatures, he had become "the one to beat!"



That is, they would have...if the Frog Prince had been able to forget his past life in the forest lily pool...

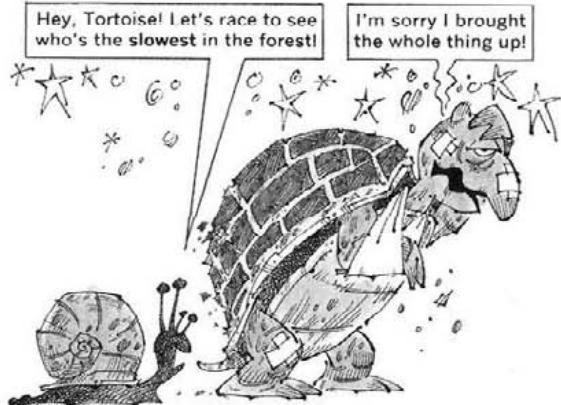


Naturally, the third Little Pig became the most unpopular creature in the area. Even the other Pigs snubbed him...



And so, alone and friendless, the third Little Pig shut himself up inside his little brick house, and he became a recluse, and he lived miserably and unhappily ever after.

Naturally, the Tortoise was forced to take them all on. And naturally, he had the living hell beaten out of him.



And the real Moral of the story is: "Don't make waves!"

The Prince couldn't bear to be separated from his old and dear friends from the lily pool, even on his Wedding Night!



And so, the Prince . . . and Leon, and Harry, and Sam, and Charlie, and Gus and Croaker all lived happily ever after.

## SLEEPING BEAUTY

After sleeping 100 years, Sleeping Beauty was found by a handsome Prince who kissed her and awakened her.



And so, the handsome couple lived happily ever after.

That is...until Sleeping Beauty opened her mouth...



The Prince looked up the Old Fairy who had put the original curse on Sleeping Beauty and went to see her.

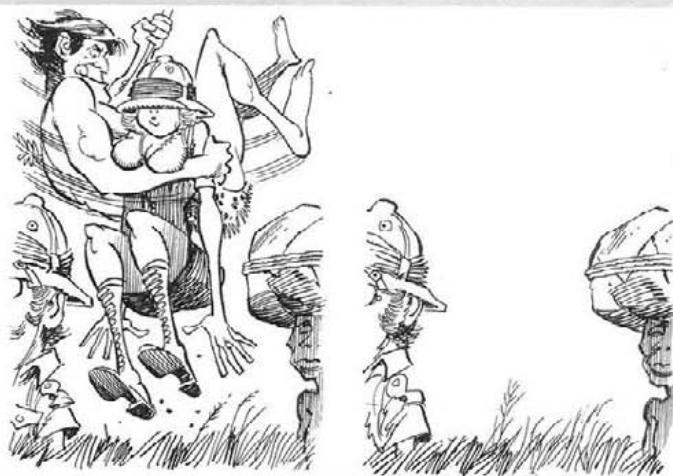
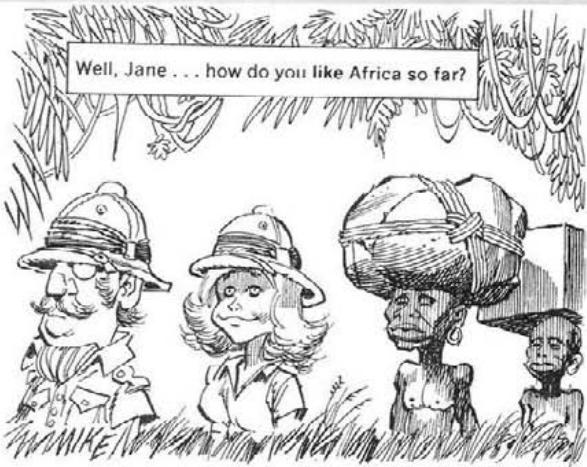


And so, in return for a large cash settlement, the Old Fairy put Sleeping Beauty to sleep for another hundred years! And the Prince became a swinging bachelor once again, and he lived really, really happily ever after!

LORD OF THE BUNGLE DEPT.

# A MAD Look

ARTIST: JACK DAVIS





# AT TARZAN

WRITER: DON EDWING









**BERG'S-EYE VIEW DEPT.**

## THE LIGHTER SIDE OF...

# FUN

How about that?! I went prematurely bald, got self-conscious as hell, saved up a pile of bread and bought one of these special hair pieces!



Now, I can dive with it . . . swim with it . . . kids can pull on it . . . and it won't come off! And now, I can get all the chicks I want!



Nobody knows, and nobody's gonna find out that I'm wearing one!



Hello, handsome!  
What's new?

**MY HAIR PIECE!!**



Daddy, the Polar Bear comes from the Arctic! They live in below zero weather! So how come they can survive here in 90° temperatures??



Daddy, the Porpoise was once a land mammal! How come they reversed the Evolutionary Process and went back to the sea??



Gee, Daddy . . . don't you know ANYTHING!

SURE I DO!! I know enough not to take you to the ZOO!!



Next time, I take you to the STOCK EXCHANGE!! THAT . . . I know about!!!



# IN THE SUN

ARTIST & WRITER: DAVE BERG

I'm leaving for my Hiking Club's annual Hundred Mile Hike tomorrow! We plan to walk 25 miles a day!

Wow! That's a lot of walking!

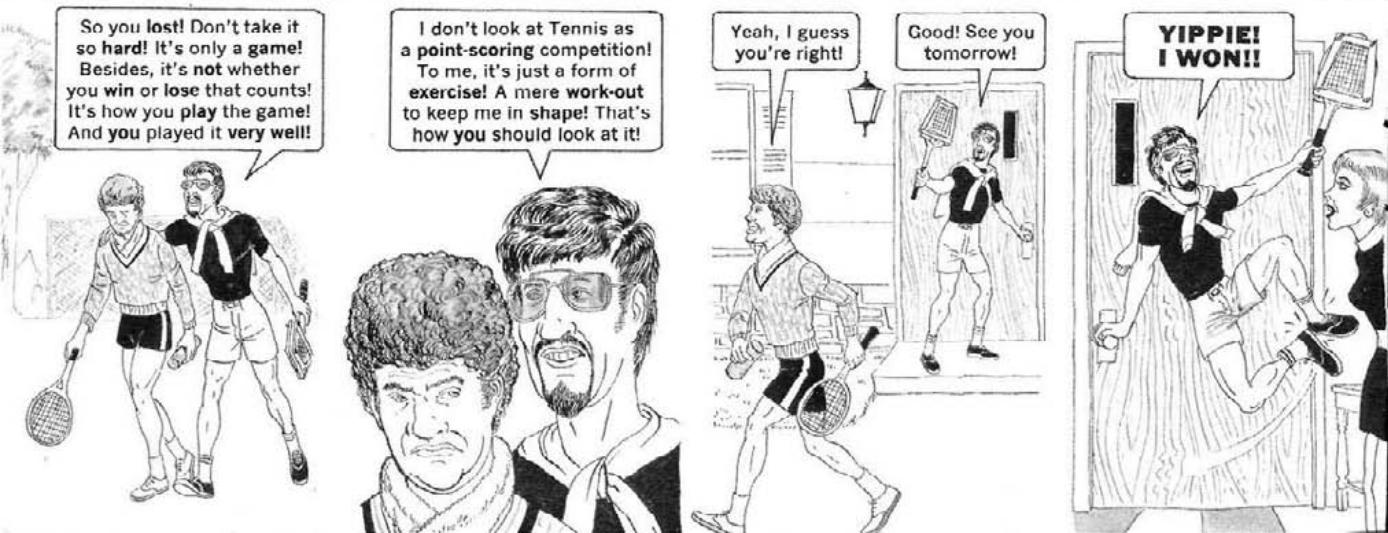
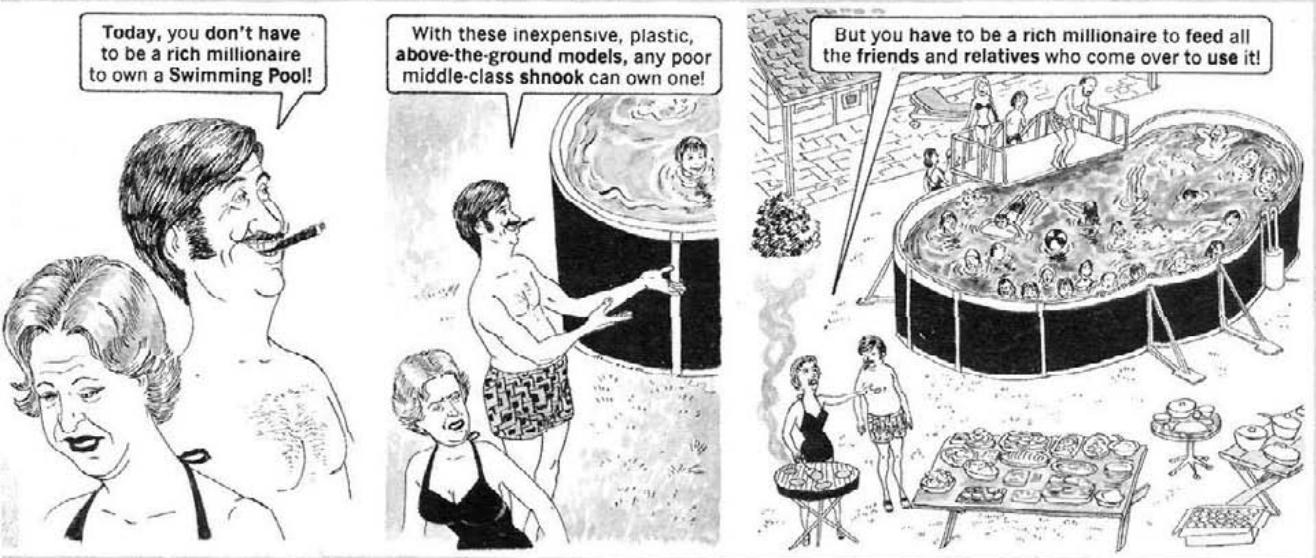
Oh, it's really nothing . . . once you're used to it!

Now, let's see if I've got everything! Sleeping bag, knapsack, canteen, cooking utensils, first aid kit . . .



Hey! I forgot Salt Tablets! I'd better go down to the corner drug store and get some!





I bought this wild, sexy Bikini! It cost me a fortune . . . and if the guys ever saw me in it, their eyes would pop!

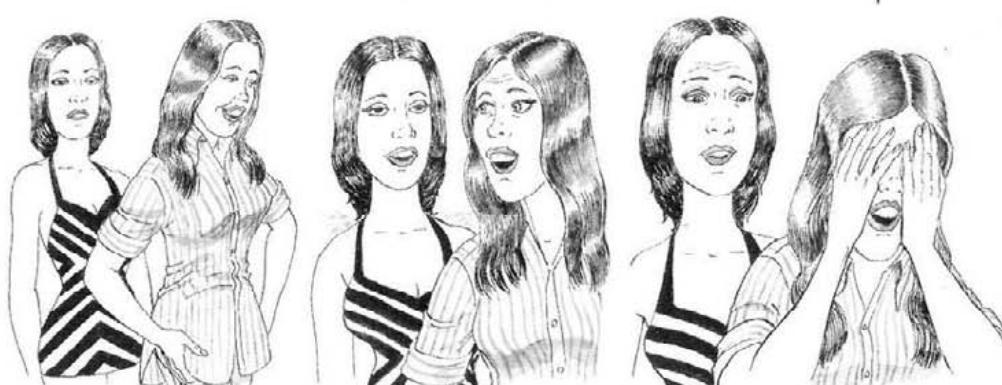
So why don't you wear it?

I AM!! It's under this shirt!

So take the shirt off!

Are you NUTS???

I'd die of EMBARRASSMENT!!



I love these outdoor Art Exhibits! They bring culture to our drab streets! Just look at this still life! That's art!

That's not art! That's just a bunch of old fruit!

Look at this lovely seascape! That's art!

That's not art! That's just a lot of polluted water!

Look at this beautiful landscape! That's art!

That's not art! That's just a broken-down barn and some scrubby trees!

Look at THIS Now, THAT'S ART!!

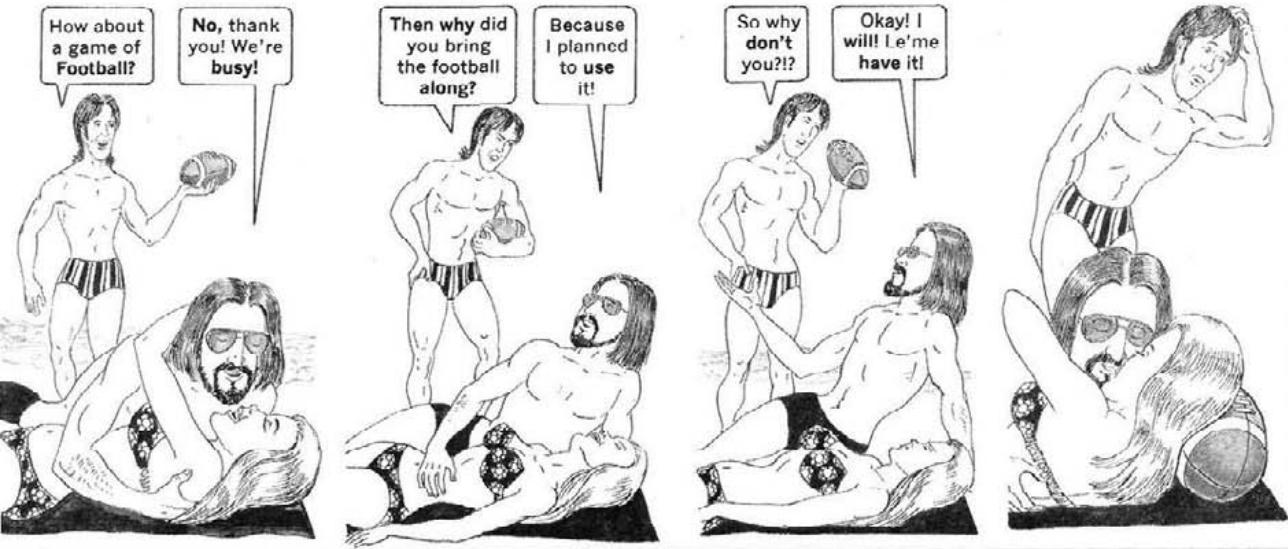


When I was a kid, we were poor! And the only way we could cool off on hot days was at an open fire hydrant! But, y'know something? That was a real FUN THING!!

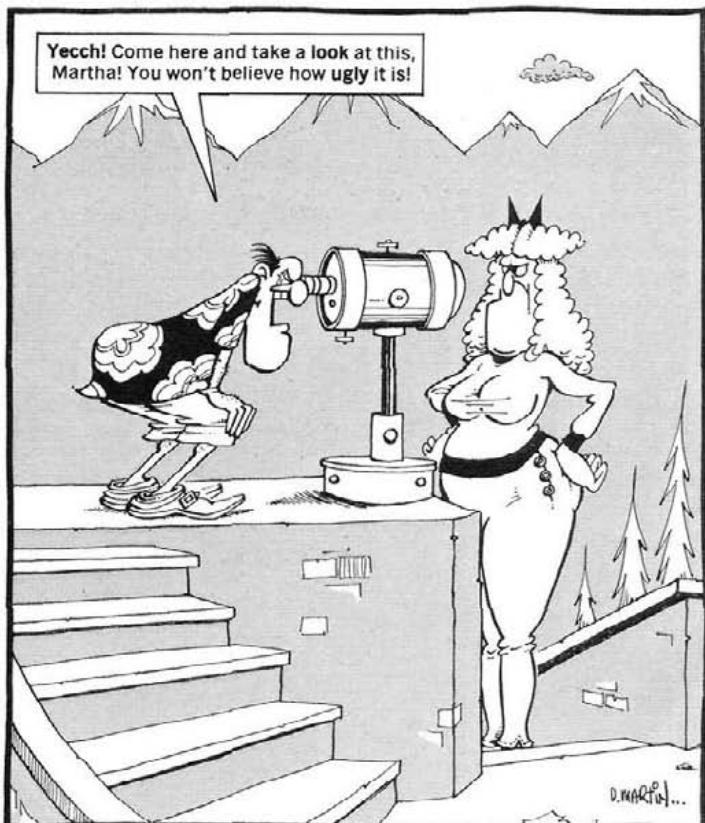
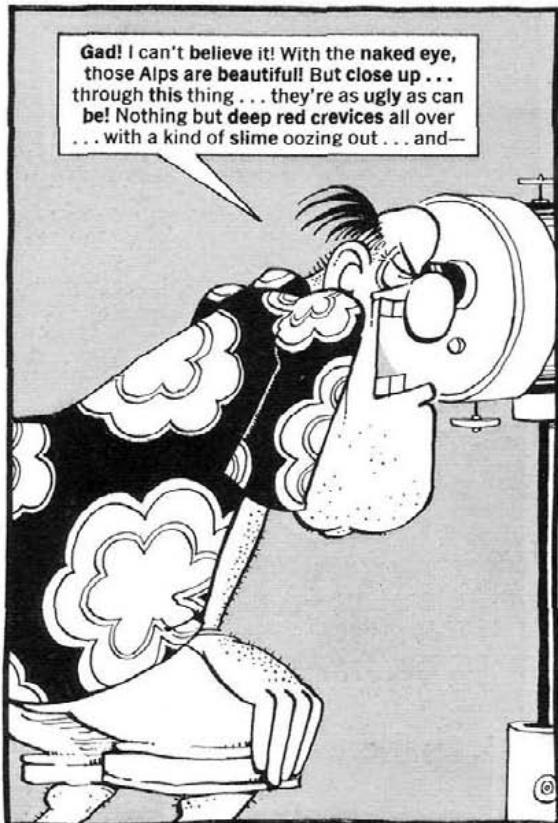
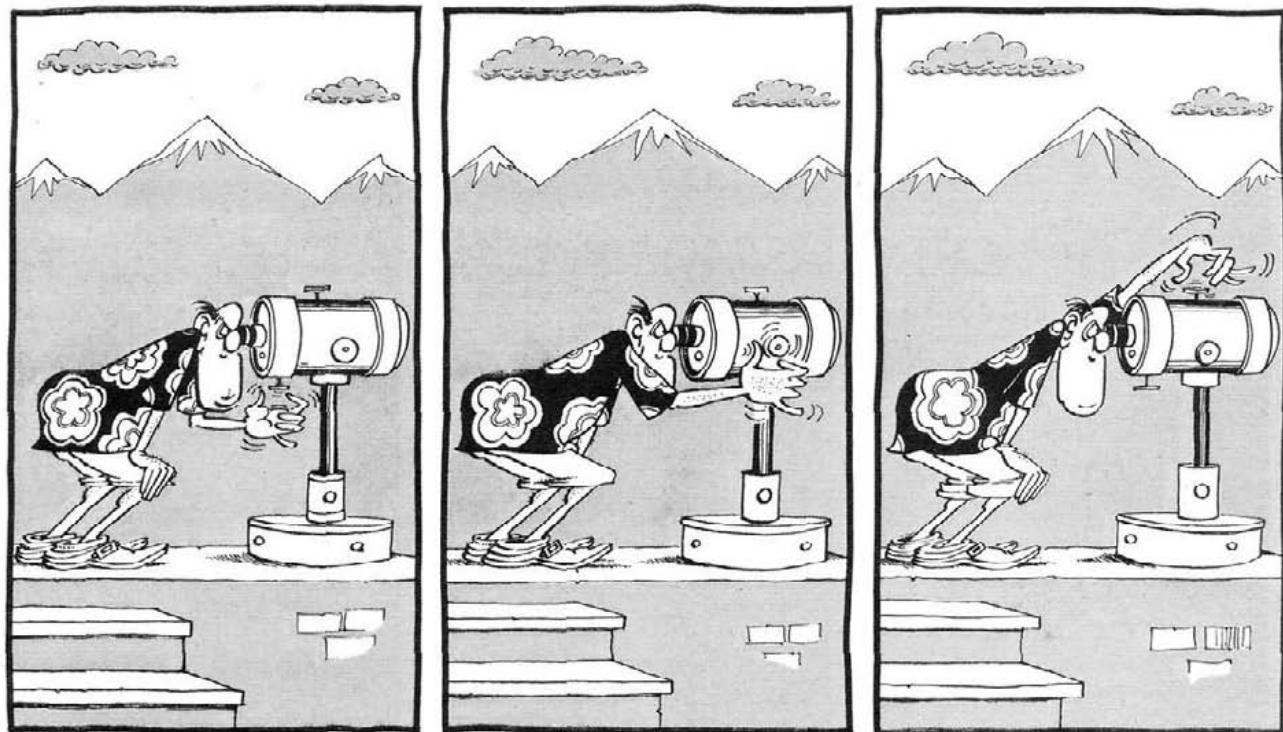
Yep! I've come a long way since then! Today, I belong to this fancy Country Club! And y'know something? With all it's big deal expensive facilities, it's not really such a FUN THING!!

I wonder if we could install an OPEN FIRE HYDRANT in this place??





# ONE AFTERNOON IN SWITZERLAND



REFRAIN IN THE NECK DEPT.

When it comes to the big problems in life—things like Vietnam and poverty and pollution—you can be

sure someone's written a protest song. But what about the little things, those minor annoyances that get

# Protest Songs for Life'

ARTIST: BOB CLARKE

## Where Have All The Light-Bulbs Gone?

(Sung to the tune of  
"Where Have All The Flowers Gone?")



Where have all the light-bulbs gone?  
Short time bur-ur-ning—  
Where have all the light-bulbs gone?  
I'm in the dark;  
Where have all the light-bulbs gone?  
I'll buy some more 'cause they have blown;  
I'll drive over to the store;  
I'll drive over to the store.

Where has the transmission gone  
In my Malibu?  
Where has the transmission gone?  
My car won't move;  
Where has the transmission gone?  
I'll get the dealer on the phone;  
I'll call him up from the house;  
I'll call him up from the house.

Why is there no dial tone  
When I'm dialing?  
Why is there no dial tone?  
My line is dead;  
Why is there no dial tone?  
I'll use the outdoor telephone;  
It's only across the street;  
It's only across the street.

## Lament For The Average Man

(Sung to the tune of  
"I'd Like To Teach The World To Sing")



I'd like to get a picture tube  
When buying a TV,  
Which doesn't blow two days beyond  
It's one-year guarantee;  
I'd like to catch a bus one day  
Where I don't lose my mind,  
To wait forever till it comes  
With seven more behind.



I'd like a rear seat in a car  
Built "for a family,"  
With leg room that will fit a kid  
Who's more than 4 foot 3;  
But most of all I'd like a song  
That doesn't have to be  
A tune that's just a free plug for  
Some soft-drink company.



That's the way it is—  
In our world of today;  
Yes, I'm sorry to say,  
That's the way it is.

under our skin and bug us from day to day? Isn't it about time that someone came up with songs that pro-

test against them? You don't think so? That's too bad, because MAD is now offering this selection of



# s Everyday Complaints

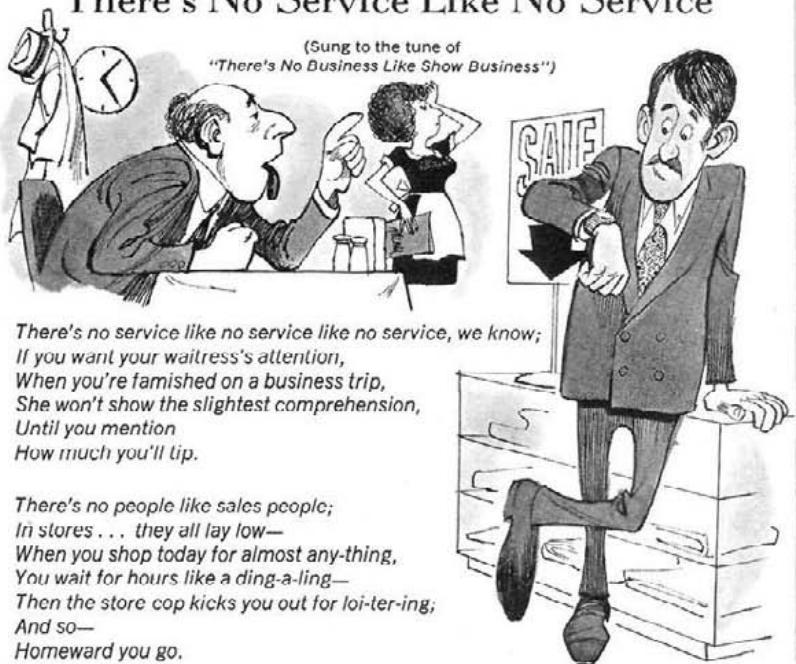
WRITER: FRANK JACOBS



Where has all my money gone  
While I'm walking there?  
Where has all my money gone?  
I've just been mugged;  
Where has all my money gone?  
Gone with bulbs and car and phone;  
Oh, when will I ever learn?  
Oh, when will I ever learn?

## There's No Service Like No Service

(Sung to the tune of  
"There's No Business Like Show Business")



There's no service like no service like no service, we know;  
If you want your waitress's attention,  
When you're famished on a business trip,  
She won't show the slightest comprehension,  
Until you mention  
How much you'll tip.

There's no people like sales people;  
In stores . . . they all lay low—  
When you shop today for almost any-thing,  
You wait for hours like a ding-a-ling—  
Then the store cop kicks you out for loiter-ing;  
And so—  
Homeward you go.

## Hymn For A Hospital Patient

(Sung to the tune of  
"They Call the Wind Maria")



The doctors say I'm well today  
And yet I still perspire—  
I tell the nurse  
I'm feeling worse  
'Cause the bills are getting higher;  
They're higher!  
They're higher!  
The bills are so much higher!

They make it plain to live with pain  
Is something to admire—  
So I endure  
My temperature  
That the bills are making higher;  
They're higher!  
They're higher!  
Each day the bills get higher!

The man next door is here no more;  
He's with the angel choir;  
He's gone bye bye  
Up to the sky,  
But his bills went up much higher;  
Much higher!  
Way higher!  
His bills are much, much higher!

## The Cobwebs In Your Mind

(Sung to the tune of  
"Gentle On My Mind")

It's turnin' on your radio and hearin' songs like this one played all day,  
With lyrics with no meaning that run on and on and on and on and on;  
And it's wond'rin' why you sit there like a chloroformed opossum.  
Who is numb down from his head to his behind,  
And you know you're goin' no-where 'cause you're in a stupor, dum-dum,  
From those songs that put those cobwebs in your mind.



And it's turnin' on your TV set and lookin' at those talk shows every night  
Hearin' Zsa Zsa tellin' Johnny what her sister said to Merv the week before;  
And it's Cavett with a yoga who the night before met Susskind.  
And who Buckley thinks is radically inclined;  
And you sprawl there on your sofa like a lump of old salami  
From those shows that put those cobwebs in your mind.

And it's watchin' ninety football games a season, missin' not a single play,  
Hearin' Gifford spout statistics 'bout some flanker who had acne at Tulane;  
And it's lookin' for a third time at a replay of the coin toss.  
When the referee his quarter he can't find;  
And you plop there at your boob-tube like a half-cooked mashed potato  
From those games that put those cobwebs in your mind.

## Lost In A Giant Supermarket Blues

(Sung to the tune of  
"By The Time I Get To Phoenix")



By the time I find the Kleenex I'll be eighty;  
My long white beard will be hangin'... to the floor;  
I've roamed up and down these aisles until I'm achin'—  
Folks must think I've made my home here in the store.

By the time I find the Brillo I'll be ninety;  
For Campbell's Mushroom Soup I've looked far and wide;  
I'll stagger 'round the place... till I'm findin'  
where they hide  
The Tide.

By the time I find the All-Bran I won't need it;  
In my wheel-chair... I'll search for Tetley Tea;  
Till at least... all those clerks will come a-runnin'—  
Oh, what a happy day that's gonna be—  
They'll all notice me—  
I'll have died, you see.

## The Anti-Automation Anthem



Mine eyes have seen the folly of the automated age,  
Where computers write the checks and put employers in a rage,  
When they find that their employees have been paid a triple wage;  
The bugs are still not gone!

Glory, glory, you can't trust 'em,  
Though you fix 'em and adjust 'em—  
Better take an axe and bust 'em;  
The bugs are still not gone!

(Sung to the tune of  
"The Battle Hymn of the Republic")



They do the work in banks that in the past was done by hand;  
Each deposit and withdrawal they are geared to understand;  
Then you get a note that says you're overdrawn by 80 grand;  
The bugs are still not gone!

Glory, glory, you can't trust 'em,  
Though you fix 'em and adjust 'em—  
Better take an axe and bust 'em;  
The bugs are still not gone!

# Moan For A Movie-Goer

(Sung to the tune of  
"Blowing In The Wind")



How many scenes must a man have to see  
Where some creep goes berserk with a whip?  
Yes, how many scenes must a man have to see  
Where some guy runs around in a slip?  
Yes, how many scenes must a man have to see  
Where some goon makes his grandmother strip?  
The "X" films, my friend, they bring the money in;  
The "X" films, they bring the money in.

How many scenes must a man have to see  
Full of symbols he can't comprehend?  
Yes, how many scenes must we see of a fly  
That crawls 'round from beginning to end?  
Yes, how many films must we have to endure  
While we live through this avant-garde trend?  
The art films, my friend, the critics say are "in",  
The art films, the critics say are "in."

How many films must the world have to see  
That are filled with this mind-warping rot?  
Yes, how many films must the world have to see  
Till there's one with a point to the plot?  
Yes, how many films must the world have to see  
Till we're sick of the ones that we've got?  
The struggle, my friend, is one we'll never win;  
The struggle is one we'll never win.



They count your inventory in the business you maintain,  
And they make up all your shipments, which may cause a sudden pain,  
When they send 12 gross of girdles to a five-year-old in Maine;  
The boo-boos still aren't gone!

Glory, glory, you can't trust 'em,  
Though you fix 'em and adjust 'em—  
Better take an axe and bust 'em;  
The bugs are still not gone!

# The MAD Reader's Dirge

(Sung to the tune of  
"My Bonnie Lies Over The Ocean")

The movie by Siegel is boring;  
The piece by Tom Koch can't be read;  
Those pages by Berg we're ignoring—  
His "Lighter Side's" heavy as lead.

Yecch, Mad! Yecch, Mad!  
That's when protestors, agree, agree—  
Yecch, Mad! Yecch, Mad!  
That's when protestors agree.

The cover by Mingo's no bonus;  
The Silverstone piece is a sin;  
We simply can't stand Aragonés;  
And Jaffee should be folded in.

Yecch, Mad! Yecch, Mad!  
That's when protestors, agree, agree—  
Yecch, Mad! Yecch, Mad!  
That's when protestors agree.

We're up to our necks with Jack Davis,  
With Dick De Bartolo as well;  
From Torres and Clarke someone save us;  
And please don't bring up Max Brandel.

Yecch, Mad! Yecch, Mad!  
That's when protestors, agree, agree—  
Yecch, Mad! Yecch, Mad!  
That's when protestors agree.

Don't plague us with Kogen and Coker;  
Don't ruin our day with Stan Hart;  
Don Martin's at best mediocre;  
And Drucker needs courses in art.

Yecch, Mad! Yecch, Mad!  
That's when protestors, agree, agree—  
Yecch, Mad! Yecch, Mad!  
That's when protestors agree.

We hope from Rickard you will free us;  
And Woodbridge makes everyone curse;  
As sick as we are of Prohias,  
These verses by Jacobs are worse.

Yecch, Mad! Yecch, Mad!  
That's when protestors, agree, agree—  
Yecch, Mad! Yecch, Mad!  
That's when protestors agree.



# WHAT'S IN

WILLIAM FULBRIGHT

VICE-PRESIDENT SPOT AGNEW

THE GABOR SISTERS

LEONID BREZHNEV

MOSHE DAYAN

HUGH HEFNER

LINDSAY

CLAUDIA CARDINAL

URSULA ANDRESS

MARIA CALLAS

JOE NAMATH

JEAN PAUL GETTY

BILLY GRAHAM

# A NAME?

PART  
ONE:  
PEOPLE

DICK NIXON

DESIGNED BY:  
MAX BRANDEL

TOMMY MOTHERS

HOWARD CO SELL

BELLA ABZUG

PETULA CLARK

MICKEY SPILLANE

INDIRA GANDHI

COLOMBO & GAMBINO

HENRY M. KISSINGER

DEAN MARTIN

SENATOR MC GOVERN

GEORGE WALLACE

FORTUNE KOKIE DEPT.

# THE OLD BALL GAME

ARTIST & WRITER: ANTONIO PROHIAS



**ECCNIC HUMOR DEPT.**

Back in the 20's, there was a Broadway show about a Jewish boy in love with a Catholic girl. The show was called "Abie's Irish Rose," and it was a tremendous long-run hit...although the Critics agreed that it wasn't very good. Today, we've got a new TV series about a Jewish boy in love with a Catholic girl that ALSO isn't very good...and yet it's scoring high in the Ratings. We don't know why. Maybe it's just a coincidence that "Abie's Irish Rose" and this show both had the same starting time: 8:30. Anyway, here's MAD's version of the TV show about Religion that we figure, in *another time*, wouldn't have a chance...

# IDJIT LOVES ERNIE



ARTIST: ANGELO TORRES

WRITER: ARNIE KOGAN



Do you realize we're part of a trend in "now" and "relevant" TV Shows, Ernie? First came "All In The Family"—with bigoted but funny White Protestant parents! Then came "Sanford and Son"—with a bigoted but funny Black parent! And now comes US . . . with bigoted but funny Catholic and Jewish parents!

What ever happened to "them" and "irrelevant" FATHER KNOWS BEST loveable but serious type parents?!

Are you sorry you married out of your religion, Idjit?

Not at all! Jewish men make fantastic husbands! They're great providers! They're always Doctors or Lawyers or Accountants! By the way, Ernie, I never asked! What do you do for a living?

I drive a cab!

Er . . . Idjit?? Say something!!

HAS ANYBODY HERE SEEN KELLY . . . ?!



I'm very pleased to know you, Father Feinberg and Mother Feinberg!

What's with the "Father Feinberg" and "Mother Feinberg"?

Idjit went to a Catholic School! She's very formal and reserved!

Look, here we don't know from formal! Just relax and have something to eat . . . !

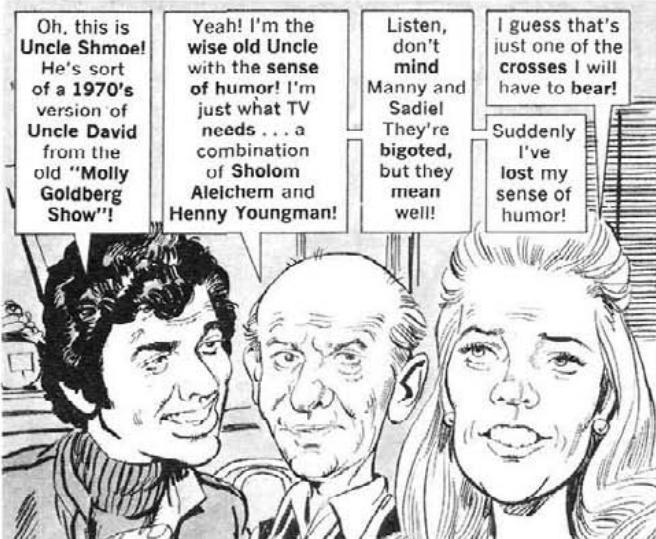
Yeah! Try a piece of Mr. Brisket—or a slice of Sir Whitefish!

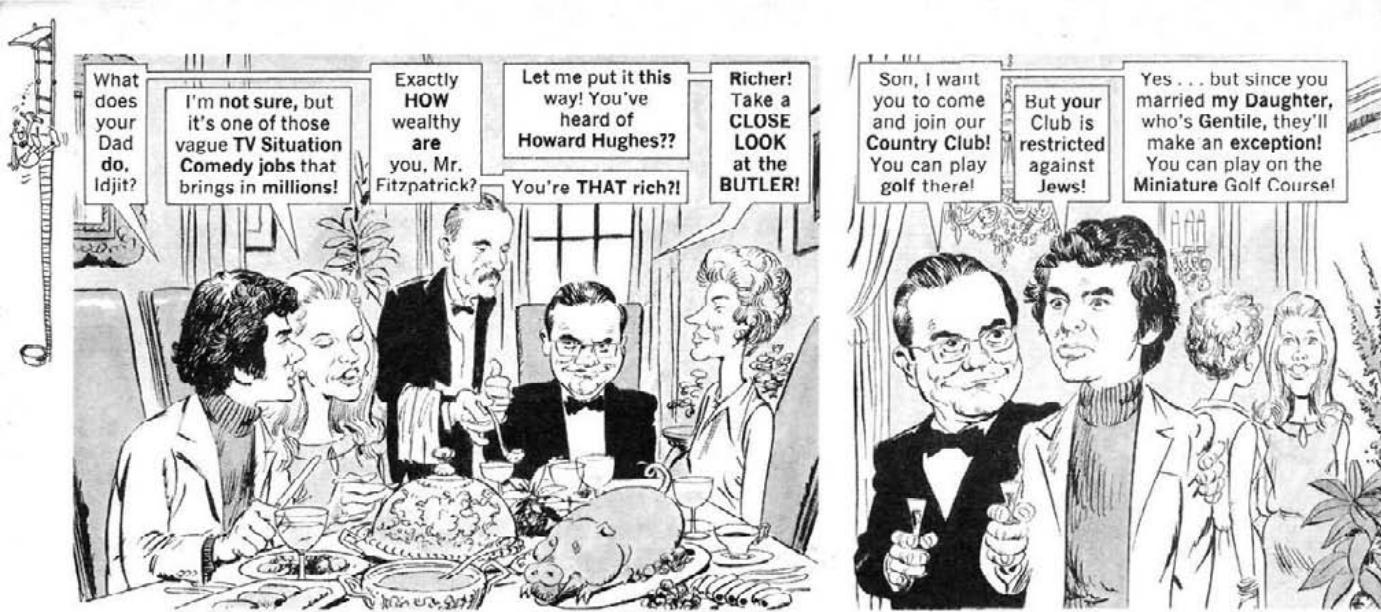
Oh, this is Uncle Shmoe! He's sort of a 1970's version of Uncle David from the old "Molly Goldberg Show"!

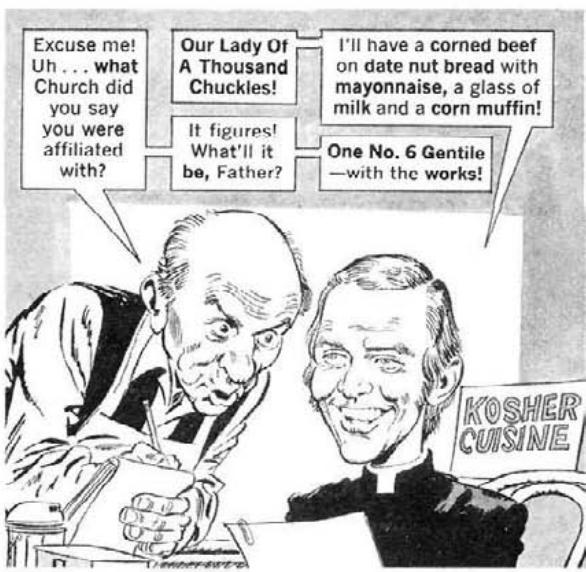
Yeah! I'm the wise old Uncle with the sense of humor! I'm just what TV needs . . . a combination of Sholom Aleichem and Henny Youngman!

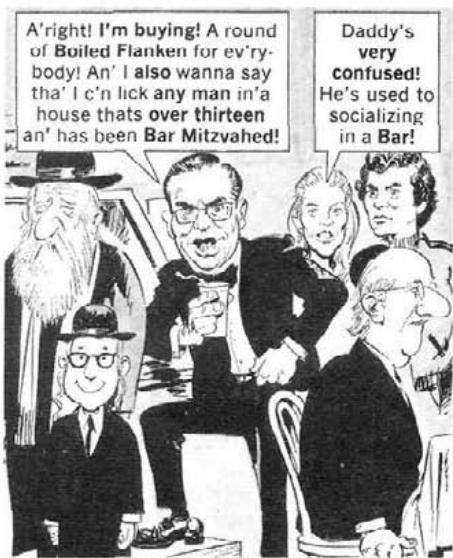
Listen, don't mind Manny and Sadiel. They're bigoted, but they mean well!!

I guess that's just one of the crosses I will have to bear! Suddenly I've lost my sense of humor!





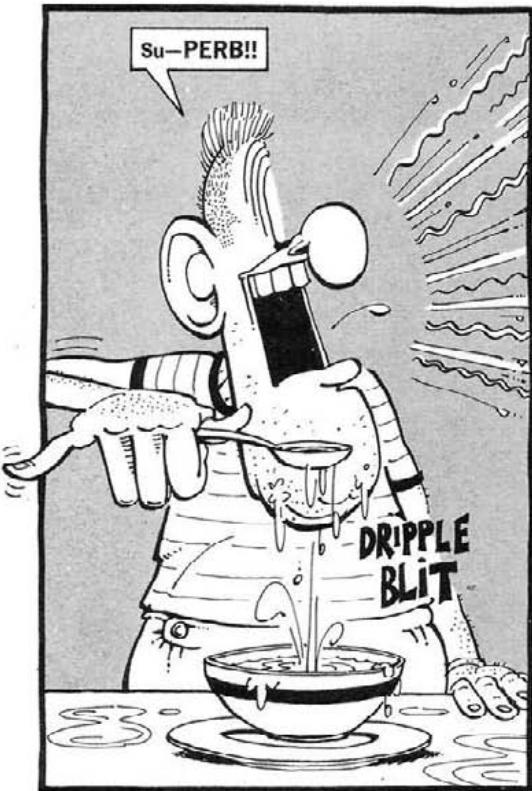




A HA HA HO HO HEE HEE HA HOHO HA HA HE



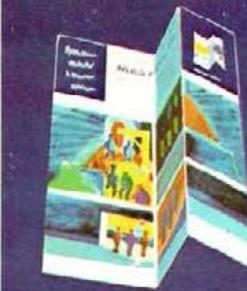
# ONE EVENING IN SPAIN



**WHAT  
IS THE  
WORST  
FORM OF  
CAPITAL  
PUNISHMENT?**

**HERE WE GO WITH ANOTHER RIDICULOUS  
MAD FOLD-IN**

Every day, it seems, someone wants to bring back some horrible form of Capital Punishment! But there is one form of Capital Punishment which is more horrible than all the rest. And everyone... regardless of criminal status... must eventually suffer it. To find out what it is, fold page in.



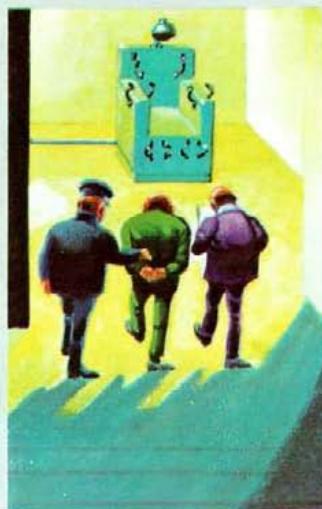
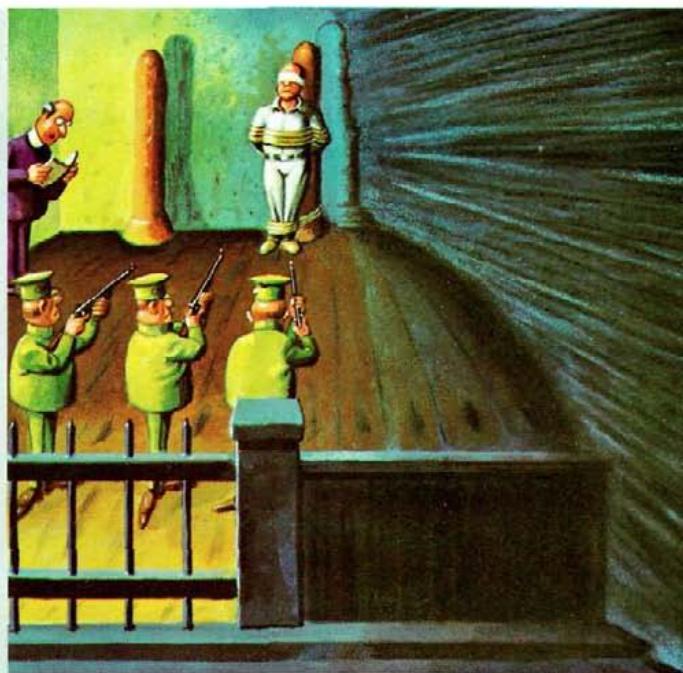
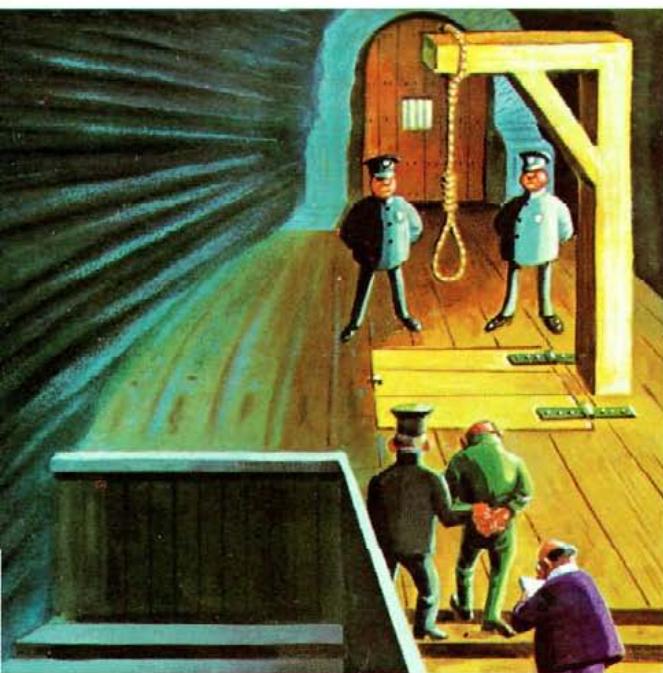
FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◀ B

FOLD BACK SO "A" MEETS "B"



© Jaffee

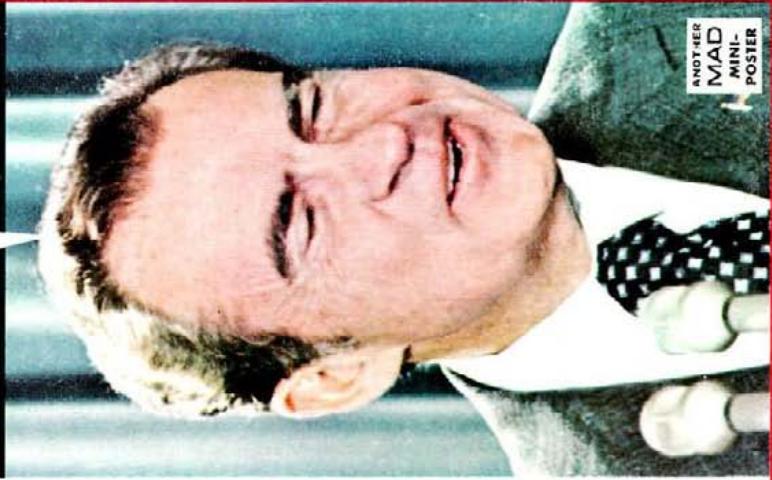
**NO ONE IN THE WORLD... REGARDLESS OF POLITICAL VIEWS  
...CAN ESCAPE ONE FORM OF CAPITAL PUNISHMENT. FROM  
WAY-OUT LEFTISTS, SCREAMING—TO REACTIONARIES, GUSHING—  
TODAY, WE MUST ALL SUFFER THIS TERRIBLE MALEDICTION**

A ►

◀ B

# TODAY

But now, here's where  
I make a LIAR out of  
**LINCOLN!**



ANOTHER  
MAD  
MINI-  
POSTER

WRITTEN BY LARRY GORE

# 1972

...and ALL of  
the people **SOME**  
of the time...



# 1968

You can fool **SOME**  
of the people **ALL**  
of the time...

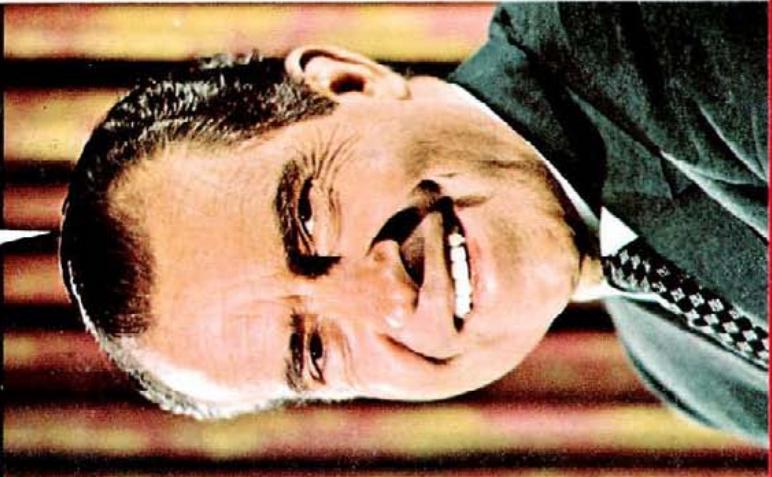


PHOTO BY U.P.I.